35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 28, 1961

How much will automakers depend on radio-tv to promote new models? A preview 27

Gridcasts to involve big advertiser spending, despite that court order 40

In listeners' hearts there's still a big beat for radio, Politz study finds 48

Tv bloodletting to be toned down this fall, program plans indicate 74

COMPLETE INDEX PAGE 7

JACK and KENNEDY

THE MAN FROM LARAMIE

Two more greats starring in
COLUMBIA POST-48's!

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

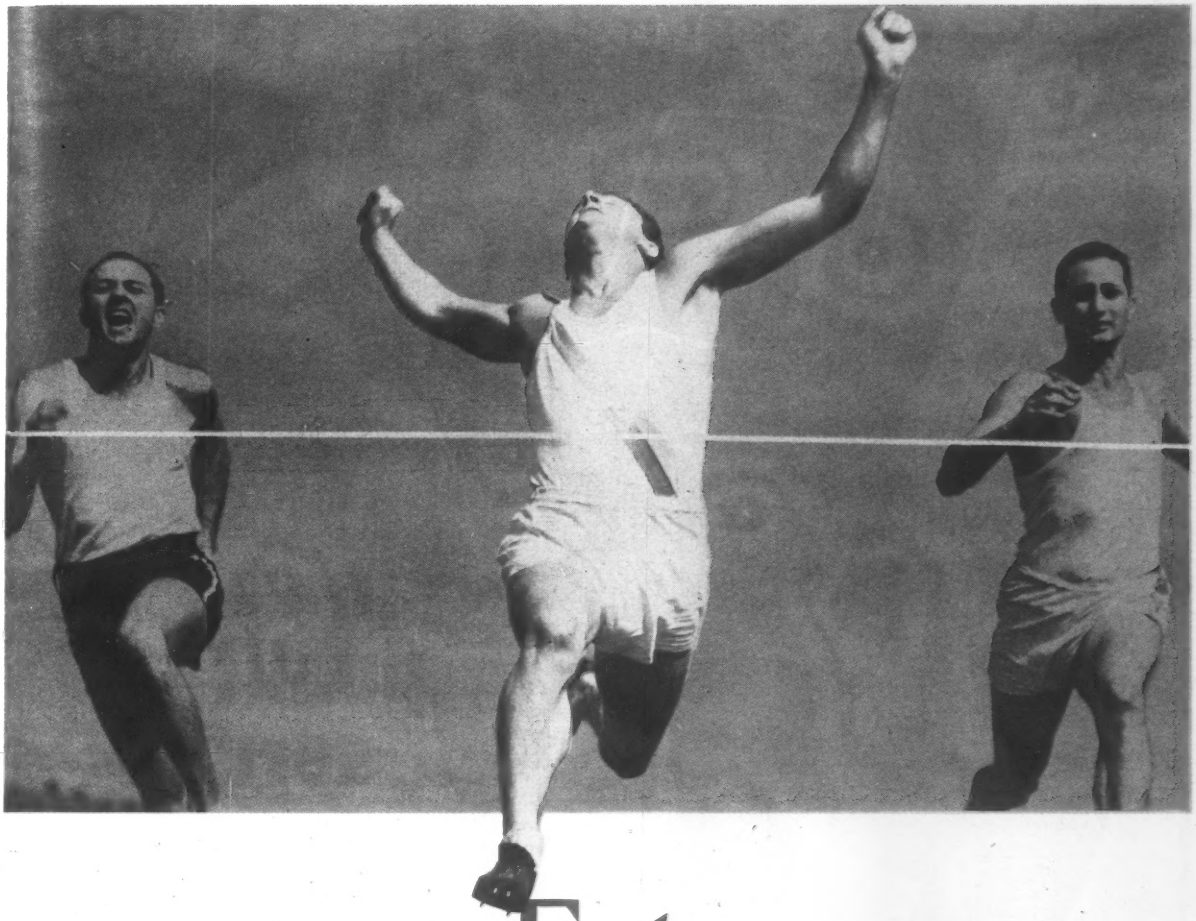
LEADERSHIP REQUIRES RESPONSIBILITY

And Sioux Citians are accustomed to KVTV's leadership on the local scene. The men of the KVTV Public Affairs team are well-known, as a result of their active participation in community affairs. They are listened to with respect. Above, Newsmen Charles Powell, Dick Compton, Bob Billman and Program Director Clark Pollock discuss with City Manager Connie Bodine (center) a model of the new 18 million dollar Floyd River flood control project. The project, now under construction, will eliminate future flood problems in the Floyd River basin. This team produces KVTV's award-winning monthly documentary "Channel Nine Reports," one of many News and Public Affairs programs that has earned the continuing attention of Siouxland.

KVTV
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC

PEOPLES
BROADCASTING CORPORATION

KVTV	. . . Sioux City, Iowa
WNAX	. . . Yankton, South Dakota
WGAR	. . . Cleveland, Ohio
WRFD	. . . Columbus-Worthington, Ohio
WTTM	. . . Trenton, New Jersey
WMMN	. . . Fairmont, West Virginia



First Place RUNS IN THE "KB" Family

Buffalo **LISTENS**
IN THE DAYTIME

HOOPER*

WKBW	**38.2**
Station "B"	21.8
Station "C"	10.4

*June-July, Share of Audience
Mon.-Fri., 7:00 A. M.—6:00 P. M.

PULSE*

WKBW	**32**
Station "B"	23
Station "C"	12

*May-June, Share of Audience
Mon.-Fri., 6:00 A. M.—6:00 P. M.

Buffalo **WATCHES**
IN THE EVENING

ARB*

WKBW-TV	**36.7**
Station "B"	32.0
Station "C"	30.9

*June, Share of Audience
Mon.-Fri., 6:00 P. M.—12:00 MID.

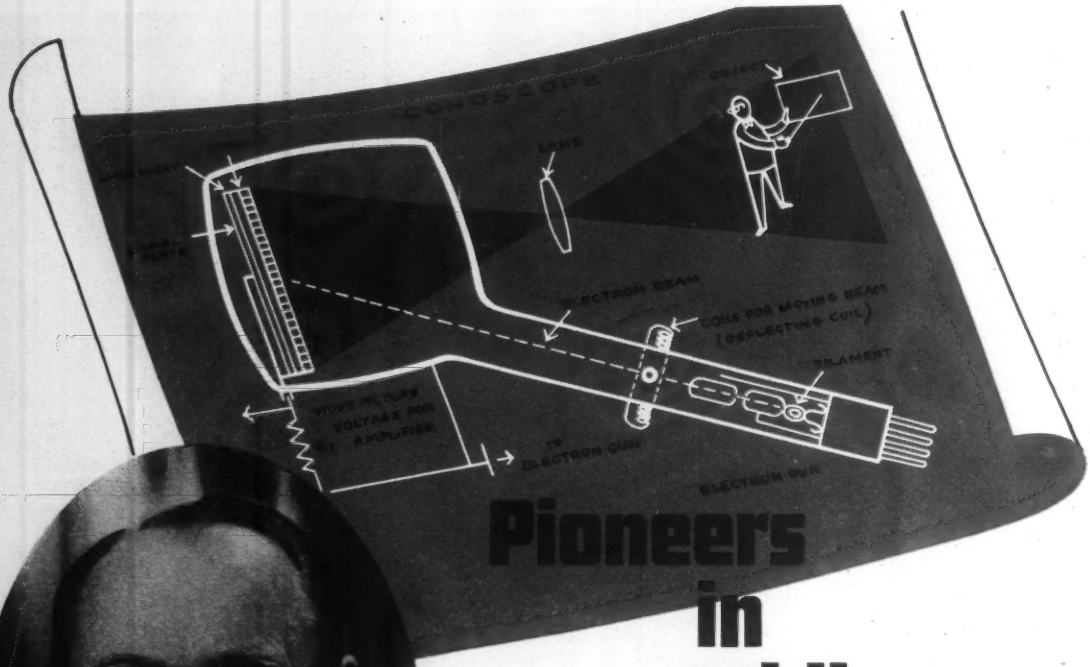
NIELSEN*

WKBW-TV	**35**
Station "B"	33
Station "C"	31

*April-May, Share of Audience
Mon.-Sun., 6:00 P. M.—12:00 MID.

WKBW • WKBW-TV
Buffalo, New York

Represented by ***AVERY-KNODEL***



Pioneers in public service

Dr. Vladimir K. Zworykin spent long years of research that resulted in major television developments; among them the camera tube he named the iconoscope, for which he filed patent application in 1923, and the cathode ray or picture tube called the kinescope, which he first demonstrated in 1929.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

JFK's "Montgomery"?

It wouldn't surprise Washington observers to see Fred Coe, one of television's top producers, figure in future direction of television-radio appearances by President Kennedy. Since President's broadcast last month on Berlin crisis, dissatisfaction has been expressed with "production" relating mainly to manner of delivery and emphasis. Mr. Coe is personal friend of President and it was logically presumed, that despite other offers, he would become President's "coach."

Because of congestion in President's office during broadcasts, consideration also is being given by Pierre Salinger, President's news secretary, to limiting each news medium to one-man pool operation. Whereas tv now works on that basis, newsreel men, still photographers and USIA have insisted upon individual pickups. Plan is to have each medium rotate coverage on pool basis.

Viewers and violence

How much do viewers really object to tv's "violence," anyway? This is more indicative than definitive, but for what it's worth, in month after FCC Chairman Newton Minow's "Wasteland" attack last May, NBC received 1,005 letters characterized as "complaints"; of these, 25 complained of violence. Following month, after Mr. Minow's blast had run out of headlines, there were 217 complaints, of which 11 were against violence.

Maggies running early

Although election is more than a year away, campaign for re-election of Senator Warren G. Magnuson (D-Wash.) chairman of Commerce Committee in which communications legislation originates, already has gotten under way. Magnuson supporters will kick off campaign Nov. 16 with $100 per plate Silver Anniversary banquet in Seattle. Senator Henry M. Jackson (D-Wash.) is chairman of dinner committee and Irv Hoff, former administrative assistant to Senator Magnuson and now director U. S. Cane Sugar Refiners Assn., is executive vice chairman.

Who Senator Magnuson's Republican opponent will be is not yet known. Senator Magnuson has been in Congress since 1937, having served four terms in the House and is running for his fourth successive six-year term in Senate. His committee chairmanship ensconces him as unofficial "superchairman."

Collins won't be there

Despite elimination of date conflict, NAB President LeRoy Collins won't participate in seven-state seminar on broadcast regulation in Atlanta, September 15, under auspices of Georgia Assn. of Broadcasters. Reason is his Advisory Committee recommended against it because he would be preoccupied in Washington with other matters including plans for his own high-level government-broadcaster conference on same subject. Seminar will be moderated by James L. Howe, WIBA Fort Pierce, Fla., District 5 NAB Radio Board member (Ga., Fla., Ala., Puerto Rico).

Credit clean-up

Television's "clean-up campaign" (see page 74) isn't being aimed at "violence" alone. NBC-TV, for instance, plans to simplify credit-crawls by eliminating wardrobe credits altogether. Target date for this policy—applied gradually for some time now—is October, start of new fall season. It's not that wardrobe credits are considered improper, but that crawls will look "cleaner" without them. Policy means more money will have to be spent to buy or rent wardrobes, but NBC obviously figures it's worth money to get rid of that much "clutter."

NAB executives in

Despite some grumbling about method, NAB joint board of directors is headed toward almost unanimous approval of appointments of Vincent T. Wasilewski, as executive vice president, and of Robert D. Swezey, as chief administrator of radio and tv codes. As of last week, 36 of 43-member board had given endorsement. Those who had not yet voted, it's understood, either had not voted because of absence from city or illness.

Several directors reported they were not pleased with method used in selecting officers and expressed misgivings over failure to select "practical broadcaster" for executive vice presidency. All felt, however, they had no alternative. Mr. Wasilewski is now on job. Mr. Swezey is in Europe until after Labor Day. (*Story page 70*).

No food, no foolin'

Agencies and sales-representation firms concerned about need for "serious" training course for new buyers and new rep-firm traffic personnel may find answer this fall in "radical change" being considered for Radio & Television Executives Society's 1961-62 timebuying and selling seminars in New York. They're being sounded out quietly, reportedly are enthusiastic. Result may be abandonment of "potroast and a talk" luncheon approach in favor of no-food, no-fooling "classroom" sessions with set instructors, probably in late afternoons. At least four agencies and three rep firms reportedly have already pledged help in getting project rolling.

Free dishes, anyone?

Can stations counter network motion picture programming? Test case might be developing with premiere this fall of NBC-TV's *Saturday Night at the Movies* (9-11 p.m.). WCBS-TV New York, for example, plans to promote its own *Late Show* movies (after prime time) with dual purpose: (1) persuade movie fans to "wait" for *Late Show* (and not defect to NBC), or (2) if they watch NBC-TV movies, to switch to *Late Show* afterward.

Sponsor for VOD

There's still some work to be done but it appears reasonably certain Veterans of Foreign Wars will adopt Voice of Democracy contest which NAB and Electronic Industries Assn. dumped early in summer. VFW is seeking sponsors such as hotels to help share expense of sending 50 state winners to capital. Contest was discussed last week by VFW council during national convention at Miami Beach, Fla. but was not brought to convention floor.

Educators miffed

Educational tv interests greatly upset over FCC refusal to reserve new Rochester, N. Y., and Johnstown, Pa., vhf channels for etv, as they requested. Feeling is FCC failed to back talk boosting etv with action. Educators are talking of going over commission's head to courts.

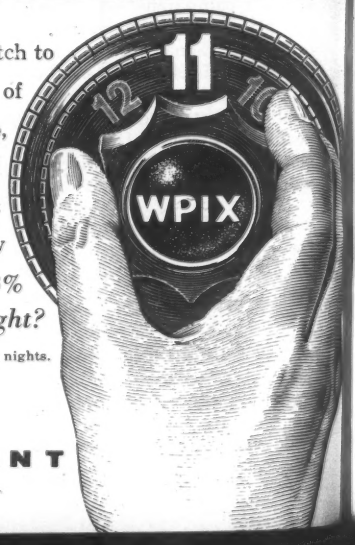
No room

Despite list of willing sports sponsors, new American Basketball League is facing problem of clearances on radio-tv outlets. With schedules already jammed with pro and college football games this fall in addition to National Basketball League schedule, new loop reportedly is exploring a video tape solution before its November debut.

Published every Monday, 53rd issue (Yearbook Number) published in September, by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

The programming standards of a television station are always on view. All you need do is watch to see that WPIX-11, New York's Prestige Independent, has the "network look"—an array of network proven and network caliber programs night after night. Groucho Marx, Wyatt Earp, One Step Beyond, World of Giants, Troubleshooters, It's a Wonderful World, Wanted, Dead or Alive are some of the new fall shows joining the best looking and top-rated* independent in New York—and the only one qualified to display the NAB Seal of Good Practice. Only WPIX gives you *minutes* in *prime* time in such a network atmosphere. A client list that is 98% national advertisers is the clincher. *where are your 60 second commercials tonight?*

*During every month of this year ARB reports WPIX-11 has the largest share of audience among the independents, 6 PM to Midnight, seven nights.



NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

The parade starts earlier this fall. Detroit's auto makers are already unveiling their bright, new models and they're planning intensive promotion to sell them. Media plans of big auto firms—a comprehensive preview. See . . .

ARE AUTOS RADIO-TV ACTIVE? . . . 27

Radio's firm hold on the American home is shown by a new Politz study. For example, 98% to 99% of homes are found to have radio. Two-thirds of people listen every day, 97% to 98% during an average week.

RADIO HOLDS ITS PLACE . . . 48

A Philadelphia court ruling has garbled football advertising plans for autumn but the sport will still be a major revenue source for radio and tv. A checkup of professional sponsorship plans. See . . .

AUTUMN FOOTBALL PLANS . . . 40

Gather round, kiddies, and get a load of this. Pop and mom are taking Pogo lessons so they'll know how to cope with television and its perils. Cartoon book lays out rules of responsibility for parents. See . . .

PLAYING POSSUM WITH TV . . . 68

The two key appointments for NAB's top-drawer jobs have been confirmed by the board. They are—Vincent T. Wasilewski, executive vice president, and Robert D. Swezey, radio and tv code administrator. See . . .

WASILEWSKI, SWEZEY OK . . . 70

Violence and brutality are due for de-emphasis, judging by a careful check of networks, agencies and production companies. This self-imposed policy has already led to easing of shock violence on tv programs. See . . .

LET'S YOU AND HIM FIGHT . . . 74

That baffling problem of the electronic era—what's the military doing with all those frequencies?—has Sen. Pastore annoyed. He wants to find out if there are unused bands non-government services might use. See . . .

SECRECY PEEVES PASTORE . . . 58

Plain talk on liquor advertising came last week from Capitol Hill. Sens. Magnuson and Pastore warn that use of radio-tv for liquor commercials could bring laws barring alcoholic beverages from the air. See . . .

WARNING ON HARD LIQUOR . . . 56

One of NAB's next projects, instigated by President LeRoy Collins, will be a broadcast research center. Don McGannon, of Westinghouse, is head of a committee that's making a study of this major project. See . . .

NAB'S NEW RESEARCH PLAN . . . 66

Just how tough will these new FCC station forms be? A good idea will come out of field tests that are now underway at several stations in Georgia. Stop-watch checks will be made during these tests. See . . .

DRY RUN ON FCC FORMS . . . 67

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN SEAMANSHIP IS EXEMPLIFIED BY THE TRAINING RECEIVED BY CADETS OF THE UNITED STATES COAST GUARD ACADEMY, NEW LONDON, ON SUMMER CRUISE ABOARD THE USCG EAGLE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC-TV AND WTIC RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC–TV 3 **CBS Affiliate**

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts **NBC Affiliate**

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

AT DEADLINE

NAB plans to be firm on liquor violations

NAB will take "prompt and decisive" action against any subscriber violating radio and tv code bans against acceptance of hard liquor advertising.

President LeRoy Collins, in letters to Sens. Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I), said NAB agrees with letters sent him by two Senators in which they suggested self-regulation in tradition of free enterprise is preferable to legislative strictures (early story page 56).

Gov. Collins asked legislators to advise association if they receive any specific information that stations are violating NAB codes.

"Were the total industry behind our efforts in these delicate areas, such problems would not arise," Gov. Collins added. "I am hopeful that the strengthening of our code operations and their greatly-stepped-up activity in the coming weeks will enable us to impress more clearly on broadcasters the folly of carrying this advertising."

Two legislators were commended Aug. 24 by Robert W. Coyne, president of Distilled Spirits Institute, for initiating inquiry into reports broadcasters are considering acceptance of liquor advertising.

"It is interesting to note that the two Senators stressed the point 'self-regulation'," Mr. Coyne said. "Also interesting is the fact that members of the Distilled Spirits Institute, by self-regulation, have barred broadcast advertising of spirits for more than 25 years. This self-imposed discipline antedated the NAB codes.

"No member of the institute ever breached this industry rule. This self-government by the industry has been adequate and the broadcasters' code restriction at a later date merely reflected the attitude of the organized distilling industry."

Mr. Coyne said institute is in accord with Senators' statement that public interest is not being served by broadcasting and televising of liquor advertising into the American home.

NBC-TV isn't buying

NBC-TV will not subscribe to American Research Bureau's national Arbitron which begins on Sept. 24 (BROADCASTING, Aug. 21).

ABC-TV and CBS-TV officials said Friday (Aug. 25) they are "considering" subscription but have reached "no decision." NBC-TV spokesman said A. C. Nielsen Co. provides its reports 16 days after close of its twice-monthly rating periods and network deems this sufficient for its needs.

USIA relates Berlin to world situation

U. S. Information Agency is making heavy use of television and radio to inform people around globe that Soviet threat to Berlin endangers freedom everywhere.

Agency has been aware that peoples of Africa, Asia, and Latin America regard Berlin crisis as none of their affair.

USIA projects include 30-minute tv documentary, "Anatomy of Aggression," produced in 30 languages; three-part series prepared by Voice of America on tape for use by radio stations abroad; and VOA short-wave broadcast documentary on Berlin, based mainly on interviews with refugees.

USIA campaign portrays Berlin crisis as brought on by bankruptcy of Communist system. It underlines unity and resolve of Western allies, and their desire to settle dispute through negotiation.

Senate unit approves three tv-related bills

Senate Antitrust and Monopoly Subcommittee, unable to decide among three sports bills involving television, on Friday approved all three without recommendation and sent them on to parent Judiciary Committee.

Two (S 2427 and S 1856) would permit type of package tv contract negotiated by National Football League and CBS-TV but voided by court on antitrust grounds (BROADCASTING, July 31).

S 2427 was introduced by Subcommittee Chairman Estes Kefauver (D-Tenn.) as direct result of that decision. Bill (HR 8757) similar to Kefauver proposal is subject of hearing today (Monday) by House Antitrust Subcommittee (see story, page 60).

Third bill approved by Senate group (S 168), also (introduced by Sen. Kefauver), would provide for tv blackouts of major league baseball and professional football games within 75 miles of minor league baseball and Saturday college football games, respectively. Similar provisions are in two other bills approved Friday.

Congressmen ask hedge on satellites

Thirty-five members of Congress, in letter to President Kennedy, have urged that creation of satellite communications system be achieved through government research and development contracts.

They also asked that decision of ultimate ownership and control of system be deferred until plan is completely operational.

Letter is being released today (Monday) by one of its signers, Rep. Emanuel Celler (D-N.Y.), chairman of House Judiciary Committee and its Antitrust Subcommittee. Other signers were New Frontier Senate stalwarts Hubert Humphrey (D-Minn.), Senate Whip; Estes Kefauver (D-Tenn.), chairman of Senate Antitrust and Monopoly Subcommittee; and Wayne Morse (D-Ore.).

Letter, which stressed importance of U. S. being first to put space communications system in operation, said "present commitments of any kind as to the control of this system may hinder its rapid development and prejudge vital questions of public interest and international relations."

It said if private ownership is finally decided upon, safeguards must be adopted to avoid monopoly of system's ownership and use. These would include, letter said, opening ownership to domestic communications carriers and communications and aerospace manufacturers, as well as international carriers.

New ABC-TV series set

New daytime audience participation series titled *Make a Face* will bow on ABC-TV Oct. 2 (Mon.-Fri. 12:30-1 p.m.).

Other changes in daytime schedule, also effective Oct. 2: *Number Please* moves to 2-2:30 p.m., *Day in Court* to 1-1:25 p.m. and *American Bandstand* to 4-4:50 p.m.

Chiquita back to tv

United Fruit Co., Boston, is shaping plans for return of "Chiquita Banana" jingle to tv spot after January 1962, starting in west coast markets. Advertiser, through Grey Adv., New York, concluded 1961 tv spot campaign in June.

more AT DEADLINE page 10

Vermont in Census: 88% tv; 92.6% radio

First radio-tv returns from 1960 U. S. Census show 88% of homes in Vermont have one or more tv sets; 92.6% have one or more radio sets. Vermont radio figure is close to 91.3% saturation for entire U. S., based on sample of national radio data (BROADCASTING, Aug. 7).

Bureau's data show number of television homes (110,732 occupied homes in state) with sets in working order as follows (one-set homes, two-or-more set homes and total circulation):

State: 90,019 one-set tv homes, 7,325 two-or-more, total 97,344.

Counties:

Addison, 4,075; 414; total 4,489.
Bennington, 5,995; 507; total 6,502.
Caledonia, 5,645; 404; total 6,049.
Chittenden, 16,027; 2,203; total 18,230.
Essex, 1,448; 104; total 1,552.
Franklin, 7,173; 487; total 7,660.
Grand Isle, 760; 58; total 818.
Lamoille, 2,550; 249; total 2,799.
Orange, 3,625; 220; total 3,845.
Orleans, 4,928; 205; total 5,133.
Rutland, 10,985; 737; total 11,722.
Washington, 10,223; 913; total 11,136.
Windham, 6,315; 362; total 6,677.
Windsor, 10,270; 462; total 10,732.

Radio circulation (one-set homes, two-or-more, total for state and by counties):

State: 60,322 one-set homes, 42,414 two-or-more, total 102,736.

Addison, 2,487; 2,024; total 4,511.
Bennington, 4,036; 2,850; total 6,886.
Caledonia, 3,427; 2,799; total 6,226.
Chittenden, 10,207; 8,663; total 18,870.
Essex, 953; 585; total 1,538.
Franklin, 4,535; 3,019; total 7,554.
Grand Isle, 614; 232; total 846 (100% saturation).
Lamoille, 2,023; 872; total 2,895.
Orange, 2,761; 1,360; total 4,121.
Orleans, 3,278; 2,019; total 5,297.
Rutland, 7,775; 4,566; total 12,341.
Washington, 6,829; 4,736; total 11,565.
Windham, 4,707; 3,620; total 8,327.
Windsor, 6,690; 5,069; total 11,759.

Better NBC news film role

Upgrading of role played by NBC news film in over-all NBC News operation was underscored Friday (Aug. 25) in new executive appointments.

Lefferts A. McClelland, director of operations, WRC-AM-FM-TV Washington, was named manager, news film. He fills post vacated by Eugene Juster, who becomes director, news film. David Klein was appointed manager, film procurement.

Grim humor

Perhaps one approach to counteracting charges of violence leveled at network tv programs (see story, page 74) is to inject humor into action shows. Initial program on NBC-TV's *Thriller* series on Sept. 18 (10-11 p.m.) will be "Masquerade," humorous drama about vampire-infested, haunted house. Story line centers around married couple who seek refuge during rainstorm in dilapidated southern mansion inhabited by three deranged human beings who act like vampires.

D.j.'s arraignment set on tax evasion charge

Hunter D. Hancock, disc jockey indicted last week (Aug. 23) by federal grand jury in Los Angeles on charges he evaded income tax payments on $18,000, including payola reportedly received from record companies, has been released on $250 bail pending arraignment in federal Judge Harry C. Westover's court Sept. 18. Period involved covers 1956-58, while Mr. Hancock was disc jockey at KPOP, KGFJ and KFOX, all Los Angeles, and KSON San Diego, according to allegations by IRS official Virgil C. Crabtree, who revealed that three other disc jockeys are currently being investigated.

Downyflake radio-tv plans

Downyflake Foods Inc., frozen bakery products, will spend 85% of its $1 million budget in spot radio and tv campaign. Radio will be used only in New York; tv agreements have been reached in eight markets and more will be scheduled. Agency: Smith/Greenland Inc., N. Y.

Lincoln-Mercury news buy

Lincoln-Mercury Division, Ford Motor Co., Dearborn, Mich., will sponsor six hour-long NBC News special programs over NBC-TV starting in September. Dates are indefinite but casts will include two "JFK Report" programs in September and December; two "Nation's Future" shows in October and January, and single programs on Japan in November, and on heart disease in December. Agency: Kenyon & Eckhardt, New York and Detroit. (Also see auto buying story, page 27.)

NAB to oppose Celler bill

NAB is scheduled to testify today in opposition to bill (HR 8757) authorizing package radio-tv contracts by professional football leagues. Association will take position bill would deprive public of some football programming but it will admit subject is controversial within broadcasting industry. Hearing will be held before House subcommittee headed by Rep. Emanuel Celler (D-N.Y.). (Early story page 60.) Networks are not expected to testify.

WOOD-TV asks reopening of record on site move

WOOD-TV Grand Rapids Friday asked FCC to reopen record on its request to change transmitter site (BROADCASTING, July 17). Original FCC permission was reversed by U. S. Court of Appeals last month following protest by WILX-TV Lansing-Jackson, Mich.

Court found station moved from under-served area to more adequately served area and directed FCC reconsideration. WOOD-TV Friday said whole record should be reopened in light of subsequent FCC grants to stations in that area which now provide coverage for under-served area about which court was concerned.

RKO, Crowell-Collier call off WGMS transfer

RKO General Inc. and Crowell-Collier Broadcasting Corp. on Friday (Aug. 25) announced agreement for sale of WGMS-AM-FM Washington has been called off.

Robert M. Purcell, C-C president, issued following statement: "This mutual termination was agreed upon because of the legal complications including those of the other participants in this omnibus situation which could not be resolved sufficiently soon to allow Crowell-Collier . . . to forward in timely fashion its program of radio-tv expansion."

C-C was to pay $1.5 million for Washington "good music" stations as part of deal whereby RKO General and NBC were to exchange radio-tv properties in Boston and Philadelphia, respectively, NBC buying KTVU (TV) San Francisco and RKO buying network's WRC-AM-FM-TV Washington. Because of latter contract, RKO General had arranged to sell its WGMS stations to C-C.

Grove opposes program form

William C. Grove, owner of KRAL Rawlins, Wyo., and KSID Sidney, Neb., added his voice Friday to other small station operators criticizing bookkeeping burden FCC proposed program forms would levy on them (story page 56). Mr. Grove suggested in comments to FCC that stations billing less than $150,000 annually and/or with less than 20 fulltime employes be allowed to continue under existing program reporting rules.

"60 color commercials a month prove the quality of RCA TV Tape!"

—says Roy Bacus, Station Manager, WBAP-TV, Fort Worth

"How did we ever get along without RCA TV Tape!" he adds. It makes possible special telecasts which can be done at the convenience of clients and talent. It facilitates special promotions, program intros and closes. And it helps us do a better overall production job.

"Besides all this, color really impresses our advertisers. Color sets are on the increase and our advertisers like the extra impact they get from color. This is especially true of food, toy and department stores. We've jumped from 17 to about 60 color commercials a month. This proves we get the finest performance from our two RCA Color Recorders!"

RCA TV Tape Recorders are ideal for station use. They are designed for color and part of a completely matched line of equipment. Unique RCA features include multiple monitoring checks for the very best picture . . . unequalled in sharpness and color realism. And precision headwheel interchangeability makes it possible to get uniform quality time after time.

Incidentally, it's these color design features that make the RCA Tape Recorder best for monochrome.

If you're looking for this *performance plus* in your commercials, you'll find the answer in RCA tape equipment. Call your nearest RCA Representative, with complete assurance, for the finest in equipment and service. Or write to RCA, Broadcast and Television Equipment, Dept. YD-22, Building 15-5, Camden, N. J.

RCA

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

Fascinating figures

Some of Florida's most fascinating figures are one-sided . . . such as the 65 counties in Northeast Florida and South Georgia covered by WJXT vs only 39 for the other station . . . such as the top 35 shows in homes delivered according to Nielsen *all* appearing on WJXT. No matter what figures interest you, WJXT *consistently* offers a one-sided picture with thundering leads in this booming, bustling regional market!

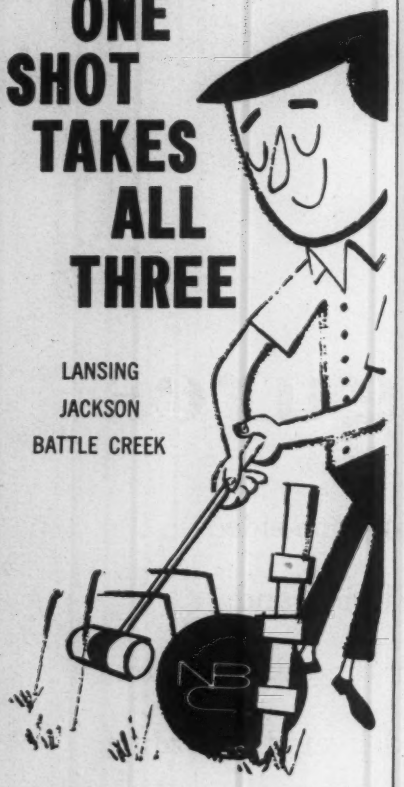
WJXT 4

JACKSONVILLE, FLORIDA

Represented by TvAR

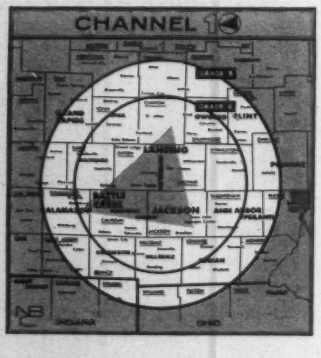
POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY

ONE SHOT TAKES ALL THREE



LANSING
JACKSON
BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

WILX NBC TV CHANNEL 10

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

AUGUST

Aug. 27-29—**Atlantic Assn. of Broadcasters**, annual meeting. Algonquin Hotel, St. Andrews-by-the-Sea, New Brunswick, Canada.

Aug. 28—**ABC Radio Affiliates Meeting**, Sheraton-Chicago Hotel, Chicago.

Aug. 30—**ABC Radio Affiliates Meeting**, Sheraton-Charles Hotel, New Orleans.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

*Sept. 8-10—Fall meeting of **West Virginia Broadcasting Assn.** Speakers and panelists include Elmo Ellis, Cox stations; Eula Reggin, Ralph Jones Agency; Thomas H. Wall, Dow, Lohnes & Albertson, Washington; Franklin Snyder, WTAE(TV) Pittsburgh. Dinner speaker: Sol Taishoff, editor & publisher, Broadcasting Publications Inc. Greenbrier Hotel, White Sulphur Springs.

Sept. 10-13—Assn. Canadienne de la Radio et de la Television de Langue Francaise. annual convention. Seaway Hotel, Toronto, Ont.

*Sept. 11—Space communications panel by Washington sections, **Institute of Radio Engineers** and **American Institute of Electrical Engineers.** Dr. John Pierce, Bell Labs.; Dr. Elmer W. Engstrom, RCA; Dr. Herbert Trotter Jr., General Telephone & Electronics Labs., and Richard P. Gifford, GE. Moderator: Edward W. Allen, FCC. Natural History Museum, Washington, D. C., 8 p.m.

Sept. 15—**South East Radio-Tv Seminar**, sponsored by Georgia Assn. of Broadcasters, to discuss various problems facing broadcasters, including program form proposals, government encroachment, NAB leadership, etc. Biltmore Hotel, Atlanta.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 15—Reply comments due on **FCC**

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

BROADCASTING PUBLICATIONS INC.
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER
Sol Taishoff

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*Reg. U.S. Patent Office

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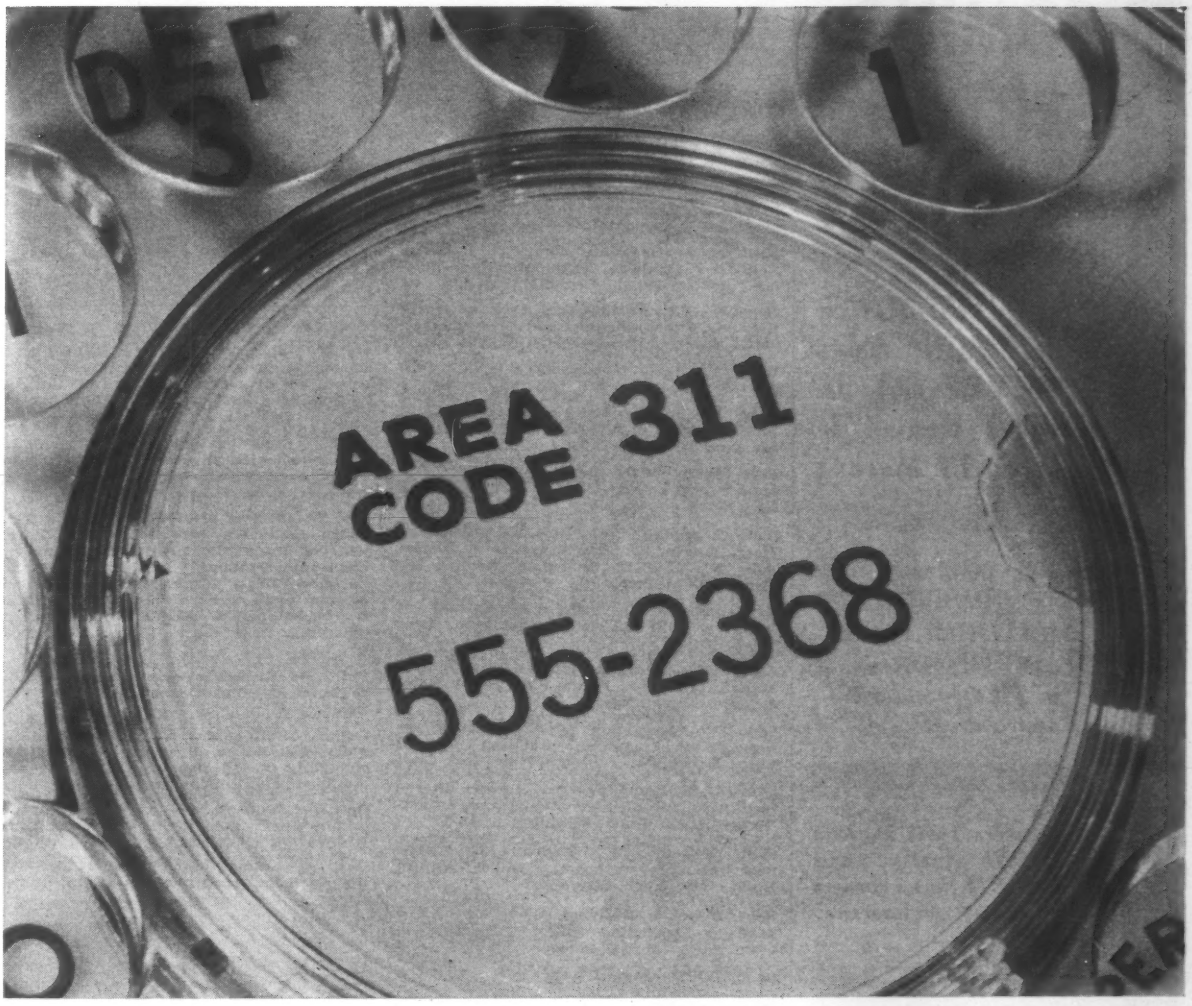


New for you—a more useful telephone number!

You may already have a telephone number like this. If you don't, here's how it will look.

The first three digits are your Area Code. They tell the telephone system what part of the country you live in. The next three digits designate your particular telephone office, and the last four pinpoint your particular phone.

It's *your* phone number. Unique. Not another like it anywhere.

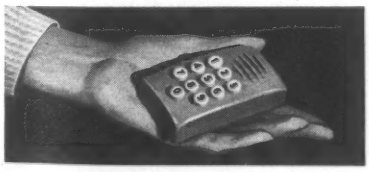
This new kind of number helps others reach you—and helps you reach others—faster.

Area Codes here now— All-Number Calling on the rise

Today the majority of our customers already dial their Long Distance calls directly by means of Area Codes. Eventually everyone will be able to. Until then, if you call through the Operator, you can save time by giving her the Area Code of the telephone you are calling when it is different from yours.

And already, in many parts of the country, letters have been replaced by numerals in telephone numbers. Before this change, we were running out of usable telephone numbers containing letters, while phones were steadily increasing. All-Number Calling, however, will give us enough numbers to meet our needs into the next century.

Telephone progress like this benefits everyone. Your new personal telephone number is another step in our effort to anticipate the needs of a growing America.



All-Number Calling may permit you to use simple, tiny number-buttons on portable phones of the future.

BELL TELEPHONE SYSTEM

COMING... SEPT. 3rd!

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* the TALLEST TOWER in the SOUTH...makes SHREVEPORT the Nation's Newest 3-Station TV Market

* 300,000-*plus TV HOMES!*
* *MAXIMUM Power!*
* *CITY-GRADE signal in TWO standard metro areas!*

. . . covers TWO markets with ONE cost! . . . and BLANKETS the tri-corners of Texas, Arkansas, Louisiana!

KTAL★TV
CHANNEL 6
NBC for
SHREVEPORT
TEXARKANA AND THE ARK-LA-TEX

Walter M. Windsor
General Mgr.

James S. Dugan
Sales Director

**1,580 feet above average terrain! For the complete "Kay-TALL" story get the facts from . . .*

BLAIR TELEVISION ASSOCIATES
National Representatives

rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on FCC proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed FCC rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television,** southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 16—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on FCC rulemaking on revised program forms.

Sept. 18—Reply comments due on FCC rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 22-24—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 26—Resumption of FCC hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—Assn. of National Advertisers, new products workshop. Waldorf-Astoria Hotel, New York City.

Sept. 28-Oct. 1—**National Federation of Advertising Agencies,** central states group. Lake Tower Motel, Chicago.

Sept. 29—**Minnesota Broadcasters Assn.,** annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television,** east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—**American Women in Radio & Television,** New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2.—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Oct. 2—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—Deadline for comments on FCC's proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis
Oct. 16—Sheraton-Dallas, Dallas
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

*Oct. 2—New deadline for comments in **FCC rulemaking on new program reporting forms and logging requirements,** extended from Sept. 7.

Oct. 2-6—**Society of Motion Picture & Television Engineers,** 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—Reply comments due on FCC inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Oct. 6—Comments due on FCC's reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 7-8—**National Federation of Advertising Agencies,** eastern states group. Statler-Hilton Hotel, Washington, D. C.

Oct. 8-10—**Advertising Federation of America,** 7th district convention. Jackson, Miss.

Oct. 8-18—**International seminar on instructional television, sponsored by Purdue U. in cooperation with UNESCO and the U.S National Commission for UNESCO.** Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-10—**Virginia AP Broadcasters Assn.,** Washington & Lee U., Lexington, Va.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 9-13—**Audio Engineering Society, annual fall conference and technical exhibit.** Hotel New Yorker, New York.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

*Oct. 14-15—**Missouri AP Radio-Tv Assn.** meeting, Kentwood Arms Hotel, Sprnigfield, Mo.

Oct. 13-15—**American Assn. of Advertising** Agencies, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 15-18—**American Assn. of Advertising Agencies,** western region convention. Hotel del Coronado, Coronado, Calif.

Oct. 19-21—**Advertising Federation of America,** 3rd district convention. Jack Tar Hotel, Durham, N. C.

Oct. 20-22—**American Women in Radio & Television,** Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh .

Why WTAE, Pittsburgh bought Seven Arts' Volumes I and II

Says Franklin C. Snyder:

"The decision to purchase the Seven Arts features—Volumes I & II—was reached **after thorough analysis of the various 'post-48' film packages** currently available.

"The Warner's 'Films of the 50's' add balance, freshness, quality and prestige to our film library. This new and exciting product will make it possible for WTAE to continue to program consistently high quality features and to maintain our position as Pittsburgh's dominant movie station."

FRANKLIN C. SNYDER
Vice President and General Manager
WTAE—Channel 4—Pittsburgh

Warner's Films of the 50's...
Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, completed shooting in Paris . . . Gene Kelly directing . . .
Theatre—"Gone with the Wind" in preparation . . .
Television—Distribution of films for T.V., Warner's "Films of the 50's" . . .
Literary Properties—"Romancero" by Jacques Deval . . .
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction . . .

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill.	ORchard 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

WMCT/MEMPHIS features more local interest programs than all other Memphis TV stations combined!

In fact, locally-produced programs that serve the community's needs and interests have been a major effort of WMCT for over twelve years. Here are a few.

1. **Mid-South Today . . .** the area's only daily television farm information program.
2. **Your Esso Reporter . . .** Memphis' top rated television newscast for over nine years.
3. **Looney Zoo . . .** the most popular children's show in the Memphis market.
4. **News Specials . . .** the largest TV news staff in the Mid-South prepares special programs on local events.
5. **News Picture . . .** News Director Norm Brewer's popular evening regional and local news.
6. **Weather . . .** three daily weather programs. Complete in every detail.
7. **Sports . . .** golf, bowling, and other leading sports action is covered by WMCT's mobile unit.
8. **Pride of the Southland . . .** amateur talent show seen every Saturday morning.
9. **TV Chapel (Religion) . . .** live religious program featuring a different church each week.
10. **Remotes . . .** on-the-scene live coverage of important Mid-South events.

If it's of interest to the Mid-South, it's of interest to WMCT

WMCT 5 MEMPHIS

FULL POWER • NATIONAL REPRESENTATIVE: BLAIR-TV

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address——

*Occupation Required

OPEN MIKE ®

Texas market story

EDITOR: The special article on Texas [SPECIAL REPORT, Aug. 21] is most impressive.—*J. W. McLean, President, Texas National Bank of Houston.*

EDITOR: Your series on Texas was tremendous and I enjoyed reading . . . it. —*Leonard H. Marks, Cohn & Marks, Washington.*

EDITOR: . . . A beautiful job and done in real Texas style. . . . Your story made me homesick.—*J. P. Taylor, Manager, Market Administration, Broadcast & Television Equipment Division, RCA, Camden, N. J.*

[Reprints of BROADCASTING's special Texas market story are available at 20 cents per copy or $20 per hundred, plus express or mailing charges.]

New correspondent

EDITOR: . . . I realized your publication was powerful, but I had no idea I would hear from so many old friends as a result of the article [MONDAY MEMO, Aug. 7].

You have a fine publication and I am delighted to be one of your correspondents.—*Sherman J. (Jack) McQueen, Vice President and Director of Broadcast, Foote, Cone & Belding, Los Angeles.*

New approach

EDITOR: We were delighted with the article, "A fresh, clean approach to sex" [BROADCAST ADVERTISING, Aug. 14] and we very much appreciate your taking the space to describe our efforts. . . .—*Morris L. Levinson, President, 5-Day Labs, New York.*

Death Valley Days

EDITOR: . . . Many thanks for your splendid cooperation and the most wonderful article, "Death Valley Days, U. S. Borax's big gun for 31 years" [BROADCAST ADVERTISING, July 31]. It is greatly appreciated.—*Robert Werden, Publicity Manager, U. S. Borax, Los Angeles.*

Editorials reader

EDITOR: . . . I want to express my gratitude for the many fine articles you have published—all so fair, so down to earth and so true.

The one "Which Collins comments d'ya read" [GOVERNMENT, Aug. 7] was especially fine. I celebrated my 25th year in radio in June 1960 and it would seem to me that with a leader like BROADCASTING radio stations should not only marshal their forces when you suggest it in emergencies, but should

Station on the move in the Market on the move

COMPLETE MOBILITY PUTS WTVT FIRST ON THE SPOT!

WITH LOCAL—REGIONAL—NATIONAL NEWS AND ENTERTAINMENT

WINTER HAVEN, FLORIDA,
March 13-18, 1961.

WTVT ORIGINATES CBS NETWORK PROGRAMS

WTVT originated "The Garry Moore Show" and two "I've Got a Secret" programs at the Florida Citrus Exposition for the CBS Television Network. All three shows were recorded with the ultra-modern facilities provided in WTVT's mobile videotape unit.

KEY WEST, FLORIDA,
April 17-21, 1961.

WTVT COVERS CUBAN INVASION

Since all communications between Cuba and the United States were cut off during the recent rebel invasion, CBS Television News dispatched WTVT's mobile videotape unit to Key West in order to record news from the Cuban Government television station CMQ in Havana.

TAMPA, FLORIDA, May 4, 1961.

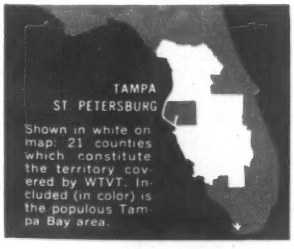
WTVT COVERS ALBATROSS SURVIVORS

After the brigantine Albatross sank in the Gulf of Mexico, taking the lives of six of its nineteen crew members, WTVT provided the only live coverage of the arrival of the survivors in Tampa. CBS Television News used the WTVT mobile videotape unit to record the memorable scenes.

SAVANNAH GEORGIA,
May 11-13, 1961.

WTVT ORIGINATES NBC NETWORK PROGRAMS

The NBC Television Network chose WTVT to originate a portion of their "Here's Hollywood" program in Savannah. One outstanding reason for their choice was WTVT's mobile generator which allows the videotape unit to record while in motion.



Shown in white on map: 21 counties which constitute the territory covered by WTVT. Included (in color) is the populous Tampa Bay area.

SHARE OF AUDIENCE 44.4%

Latest ARB 9:00 AM-Midnight

CHECK THE TOP 50 SHOWS!

	ARB		NIELSEN
WTVT	37	WTVT	43
Station B	13	Station B	7
Station C	0	Station C	0

A.R.B., Tampa-St. Petersburg Metro Area, June, 1961, 4-week summary.
N.S.I., Tampa-St. Petersburg Metro Area, Mar., 1961, 4-week average.

FOR QUALITY TAPE PRODUCTION NEARLY EVERYONE TURNS TO

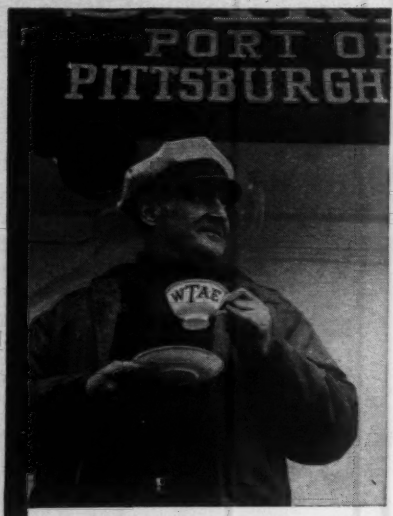
WTVT CHANNEL 13

CBS

Station on the move in the Market on the move

TAMPA-ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC. WKY-TV/WKY-RADIO
Oklahoma City. Represented by the Katz Agency



Take TAE and see

how to get more sales tonnage in the port of **PITTSBURGH, PA.**

According to the U. S. Army Engineers, the Port of Pittsburgh handled 6,872,194 tons last year. The greater Pittsburgh marketing area is even bigger when it comes to sales tonnage. Last year retail sales totaled $2,883,162,000. How to tap that market? Buy WTAE. Need proof? Just look at the record. In the past year, 46 major local Pittsburgh advertisers have switched to WTAE. They know the market. They demand sales. You can get more sales for your clients' money on WTAE, too. See your KATZ representative for the story of the overwhelming local and national trend to WTAE in Pittsburgh.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL **4**

take extra precautions to put their houses in order.

Then, too, there's more truth than poetry to the article, "An open letter to Newton N. Minow" [GOVERNMENT, Aug. 7]. . . .—*Nat L. Royster, Sales Executive, WINA Charlottesville, Va.*

Well-wishers

EDITOR: A belated thanks for the picture and story BROADCASTING ran on my appointment to the post of station manager [FATES & FORTUNES, July 31].

If clips have the market value that box tops have, I'd like to send them in for a free subscription. It seems everyone read it in BROADCASTING and sent me the clipping. . . . —*Peter M. Affe, Station Manager, WNBC-TV New York.*

Drug Fair story

EDITOR: The article, "Radio has made Drug Fair a 'buy' word" [BROADCAST ADVERTISING, Aug. 14] does a fine service for the senior medium.

This case of Drug Fair is by no means an isolated, exceptional success story for radio. There are countless others like it, but all too infrequently do trade publications print such articles. . . .—*Lloyd W. Dennis Jr., Vice President and General Manager, WTOP Washington.*

EDITOR: Congratulations on the fine article about Drug Fair . . . (and) . . . of the tremendous job that has been done by Kal, Ehrlich & Merrick. . . .

WMAL is very proud to have been a part of this success story.—*A. M. Ockershausen, Station Manager, WMAL Washington.*

A bouquet for tv

EDITOR: At a time when television stations are getting a lot of brickbats, I feel impelled to send a bouquet.

Three years ago my husband and I started a "do-it-yourself" international good will project. We had been in the Far East and saw how rare and expensive were American magazines and how plentiful and cheap were the Russian ones (printed in English and full of lies about us).

I wrote to a newspaper in Indonesia offering their readers contact with Americans who would send them magazines they had enjoyed. I expected about 50 answers. We received about 2,500. It was overwhelming until KNXT (TV) Los Angeles heard about it and arranged to have our story told on one of their programs. The response was quite wonderful. . . . Since then we have arranged for over 75,000 Asians to have magazine contacts in America.

Although Mr. Austin Heywood, promotion director of KNXT, has given us every facility of his station, he feels the idea is larger than one station and so we have used all the other stations in town and in various parts of the country tv stations have taken up the message.

Without this help we never would have gotten off the ground. . . .—*Sophie Meyers, Volunteer Chairman, Magazines for Asians, Los Angeles.*

Real first radio code

EDITOR: As the Greeks used to say, "Even Homer nods once in a while."

So many people refer to BROADCASTING as the gospel truth, I thought I would call to your attention one of the few mistakes [CLOSED CIRCUIT, July 31] I have ever seen in your magazine.

The first code was drafted in March 1939 and presented to the NAB at Atlantic City in July or August 1939. It was adopted in spite of Ed Craney (then KGIR Butte, Mont.) and his mimeograph machine. The committee was: Edgar Bill (now deceased; former president, WMBD Peoria); Walter Damm (now retired, formerly WTMJ Milwaukee); John Elmer (president, WCBM Baltimore); Edward Klauber (now deceased, former executive vice president, CBS); Niles Trammell (former president, NBC, now president, WCKT (TV)-WCKR Miami); Neville Miller, chairman (former president, NAB), and Edward Kirby, secretary (now director of public relations, USO New York).

Bob Swezey was not active in NAB affairs in those days.

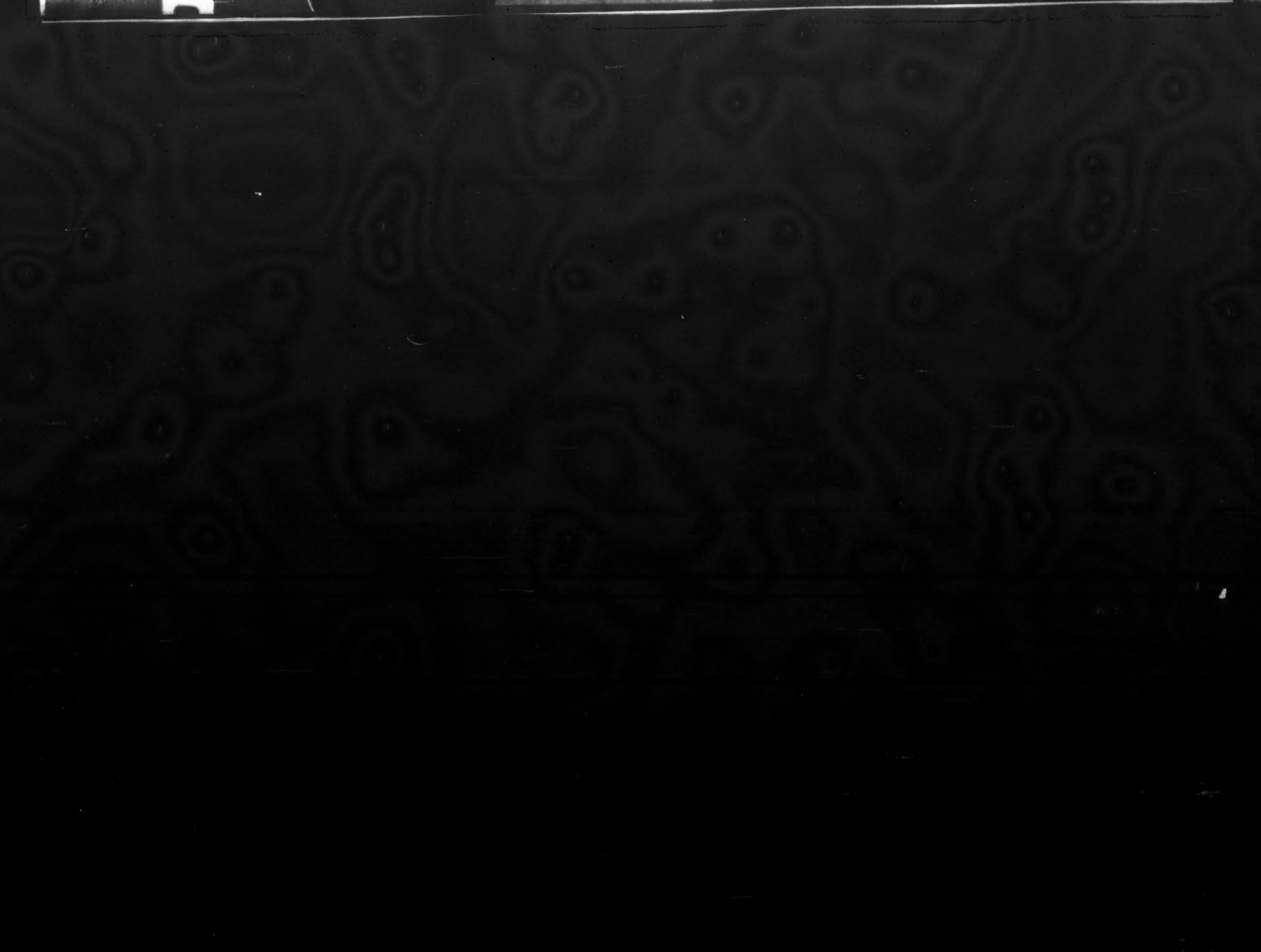
Your inexperienced newsmen were not born back then so there is no reason why they should know.—*Neville Miller, Esq., Centerville, Mass. (vacationing).*

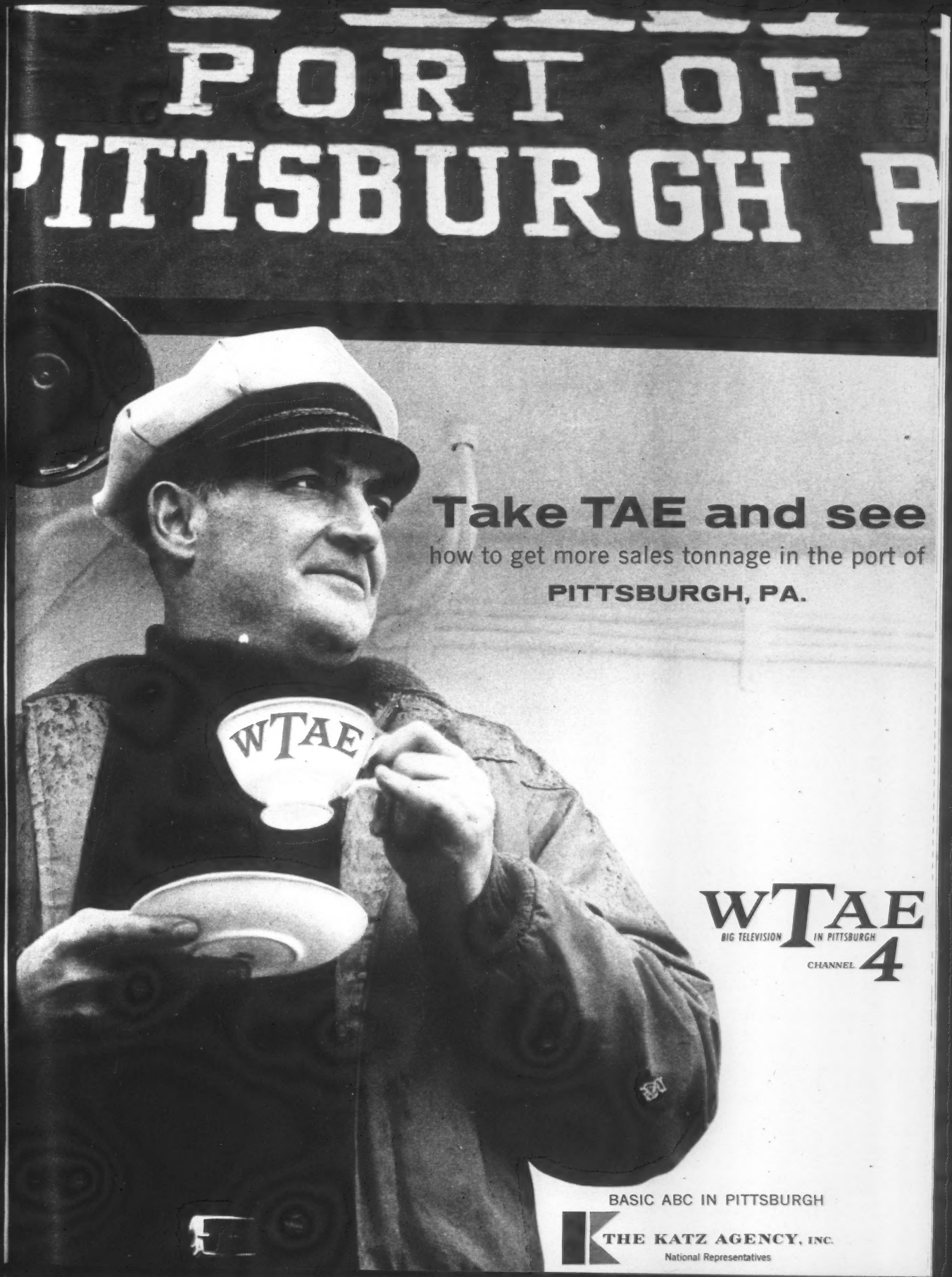
(Mr. Miller refers to the item's mention of Robert D. Swezey's chairmanship of the committee which drafted the "first" radio code in 1947. Technically, Mr. Miller is correct. The first code, described by Mr. Miller, had fallen into disuse by the time the 1947 code was adopted.)

Wanted: good manners

EDITOR: Are everyday common manners entirely lacking among broadcasting station executives? For months I have been trying to find work in radio, but although I have ability and training and even some experience, no one is willing to give me a chance. Even worse, most stations ignore letters of application without so much as an acknowledgement. Those that request tapes never return them, nor even acknowledge receipt.

. . . I feel that these people do not realize the bad impression they make on those aspiring to employment in the industry, nor do they realize how they are contributing to the discouragement of possible future hopefuls.—*Paul A. Daly, New Haven, Conn.*

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CHANNEL 4
BASIC ABC IN PITTSBURGH
THE KATZ AGENCY, INC.
National Representatives

MONDAY MEMO from JAMES W. BEACH, Foote, Cone & Belding, Chicago

'Television can and is doing the job'

Criticism is the endeavor to find the best—GEORGE SAINTSBURY.

Can anyone truly say that this definition is being applied to the critique of television programming today?

As Mark Antony said in his obituary to Caesar, "The good is oft interred." It's happened to tv, too.

Television occasionally inspires the "noblest instincts" in its diversified practitioners, from the ablest of admen to the most vocal of broadcasters. Rarely, however, is there a consistency in their accolades. Why not?

Look at Record ▪ For some strange reason, I have not been able to find anyone inclined to research and recount the really good television fare which has been exposed to the American public during recent years.

It would certainly be revealing if broadcasters, both station and network, were to document the superlative educational and entertainment accomplishments since the genesis of commercials in the U. S.

The job, however, would probably be so time-consuming and the lists in each program category so lengthy that it would be impossible to truly represent the medium's performance. Television should be interested in its accomplishments and should use its own medium to tell the world about it.

During this period of tv's history the American public has seen firsts of all kinds: glowing historical documentaries; widely diversified educational programs by entire series; beautiful, sensitive, emotionally-stimulating dramatic endeavors; laugh-evoking, tension-relieving comedy sequences, and on and on. These have been composed of contributions on the part of the many parties that comprise the teams of sponsors, producers, actors, technicians, broadcasters, agencies, all those who really are sincerely dedicated to continue to provide and constantly improve the video fare which has become such an important part of the American way of life.

Critics and 'Critics' ▪ Do not misunderstand me. I have no dispute with those who earn their daily beans as professional critics, though a good number of this group are rarely successful "crystal-ballers"; more often they are "hindsight-Hindus."

I refer primarily to the non-professional critic "who decries but knows not why." Take some politicians for example—not necessarily typical of most of the dedicated men who are earnestly striving to lead us somewhere in this day of uncertainty—but the ones who know the tricks of exploitation of public opinion. They know well that a caustic comment today regarding alleged abuses in tv—violence, sex, blue material, etc.—will evoke the same public reactions that their predecessors were able to arouse by crying "for shame" at Hollywood and its sinful ways during moviedom's heyday.

We might also examine the motives of certain prideful individuals associated with our own fine industry. Let's take certain producers for example, those whose fur may have been ruffled by a network or station, or group of stations or sponsor or advertising agency. They may become vocal, quite articulate and convincing "Don Quixotes," zealously testifying before a congressional committee, purportedly in the public interest but really airing a personal grudge. Move them back to their former pinnacles and they would abhor the thought of such criticism.

Next we find well-known talent who have lost their sponsors and ratings. They sometimes are willing to vilify the industry's methods and policies without taking into consideration the many complexities of program scheduling and the overwhelming desire of the broadcaster to give his public the best balance of programs possible.

The Inside Job ▪ Then there's the occasional disgruntled ex-broadcaster who is grinding his own bludgeon. He points to what he thinks are the Machiavellian motivations behind program plans and decisions of the different broadcasting interests. And last, but equally as opportunistic, is the professional advertising man who decries, sometimes from the hallowed halls of the client.

In the main, I think the various mass media strive manfully to adhere to the American principle of fair play. But there is room for improvement.

Why don't all truly representative media band together for a common goal: to establish a better understanding among ourselves so that we might better convey to the public a clearer representation of our culture, not only via entertainment, but via news, public affairs, education, etc.

To this end, why not establish a so-called "National Inter-Communications Committee"? It could function as an added arm of public service in this critical time, supported by all media and composed of leaders from each area of endeavor. There can be competition and still be cooperation.

Sell the Positive ▪ Despite the loud wails of questionably-motivated critics, who is there who can say that tv has not already contributed tremendously towards elevating our cultural level? It would be impossible to list here every program from every station and network which in some way has contributed to the public welfare during the past ten years. And by welfare, I define the word not only in an educational and informative vein, but as an entertainment contribution as well.

Television can and is doing the job.

So let's talk about the good it has done and is doing. Let's give it the opportunity to do more good by providing it with the tools to do so. Let's keep government controls to a minimum. The glaring light of public opinion and the alertness of American journalists are the best controls we have. Broadcasters' sincere dedication is the best insurance of improvement.

Let's not apologize. Let's weigh what we are getting in qualitative video fare against that of the rest of the world and, unlike Mark Antony, say, "Bury the evil and brag about the good."

Jim Beach for three decades has been well known on Chicago's broadcast and agency scene. Until his recent move to FC&B as a broadcast supervisor, Mr. Beach was vp in charge of ABC's central division. At FC&B he is working on Red Skelton and other top programs. Midwestern by birth, he attended Northwestern U. and started his career with Hearst Newspapers. He is past president of Chicago's Broadcast Ad Club, is active in other clubs, too.

News with *emphasis* on local and regional events. News in *depth* where news occurs. News with *reach* across 36 Kentucky and a full 50 Tennessee counties, plus the northern rim of Alabama and a slice of Illinois. *Way ahead with all the news that's fit to see.* That's WLAC-TV, winner of 4 out of 5 top area news awards in the past 4 years.

Way ahead with news feeds to the network, too. ◉ of course.

WLAC-TV Nashville

the way station in the central south

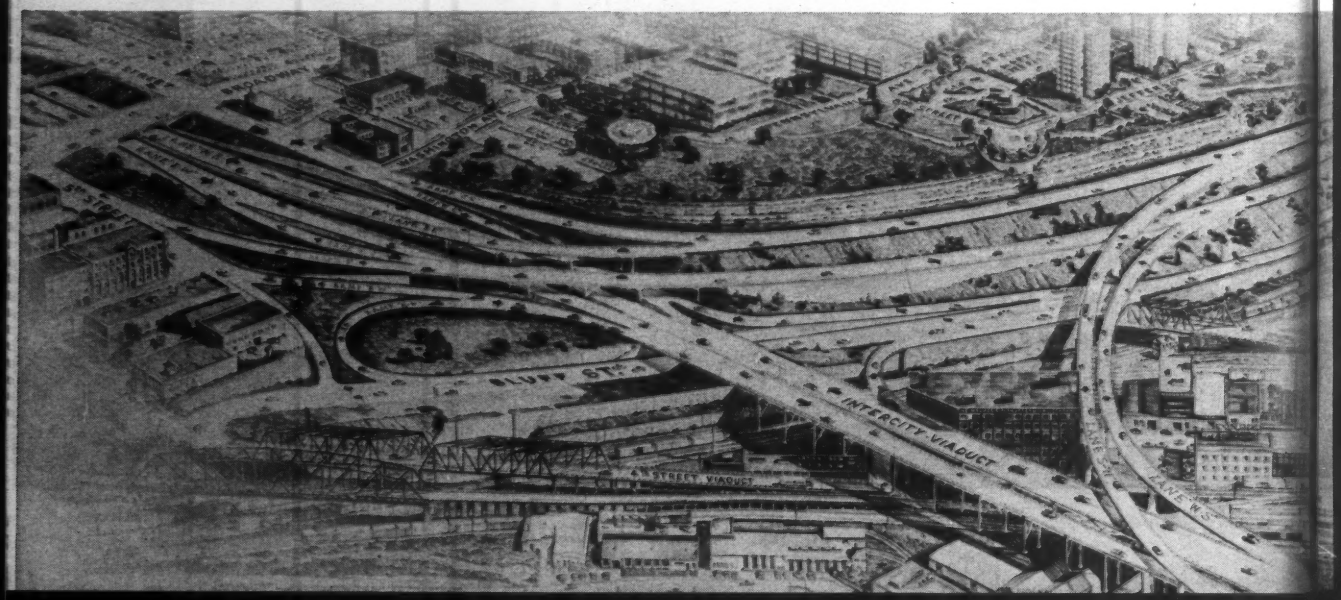
THE KATZ AGENCY, INC.
National Representatives

Pardon Us . . . We're on the Grow!

A hole in the ground, a super-structure climbing skyward, new expressway complexes, ribbon cutting ceremonies...these are familiar scenes in Kansas City today. Not since early days has the Kansas City skyline undergone such vast alterations. In the Country Club Plaza alone, five new luxury apartment buildings are currently under construction. This is the largest building volume of its kind at any one time in Kansas City history. • Now, let's take a broader look at the market, from Sales Management's projections for metropolitan Kansas City in 1961:

POPULATION.....1,100,400 (**UP** 49,700)
HOUSEHOLDS.....360,600 (**UP** 15,900)
EFFECTIVE BUYING INCOME.....$2,513,767,000 (**UP** $215,359,000)
RETAIL SALES.....$1,611,791,000 (**UP** $51,454,000)

Keeping pace with this bustling market are Transcontinent Television Corporation's WDAF AM-FM-TV. Ask your Petry men how the sights and sounds from Signal Hill can be your most effective tools in reaching this booming Heartland.



BLUFF STREET INTERCHANGE

WDAF•TV 4 WDAF•AM-FM 610 KANSAS CITY• NBC

SYMBOL OF SERVICE

WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N. Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.

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The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE. N.Y. 17

TRADERS NATIONAL BANK

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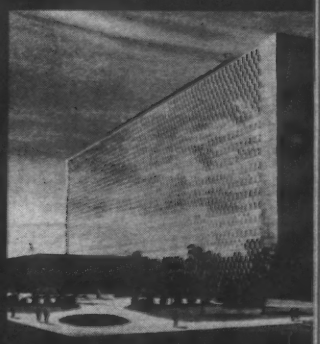
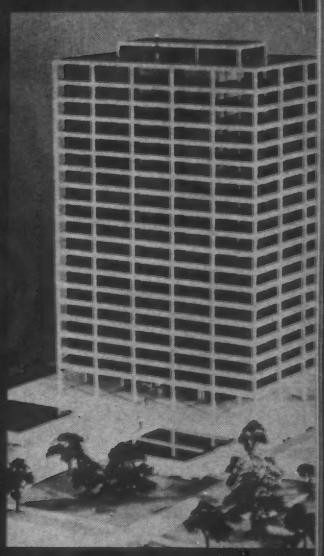


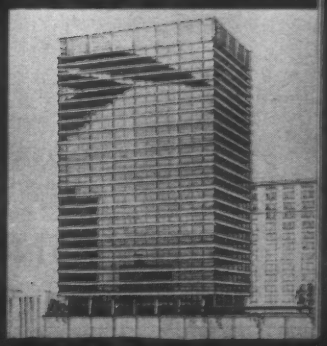
CONTINENTAL TOWER

BUSINESS MENS ASSURANCE C



REGENCY HOUSE APARTMENTS

COMMERCE TRUST COMPAN



a big audience

North Carolina's Grade A World

where only one station provides Grade A Coverage of 14 cities ranging in population from 11,000 to over 120,000, and City Grade Service exclusively to the state's top metropolitan market– Winston-Salem, Greensboro, High Point

Call Peters, Griffin, Woodward, Inc.

WSJS TELEVISION

NBC MST

CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
August 28, 1961, Vol. 61, No. 9

WILL '62 CARS BE RADIO-TV ACTIVE?

■ Acceptance of new models will determine broadcasting volume

■ Automakers feel total sales may exceed 1961 by 1.5 million

■ Strike threat tends to hold advance radio-tv contracts down

The 1962 model year for U.S. auto makers—starting off unusually early with a fast parade of introductions led by Pontiac and Tempest Sept. 21—may turn out to be one of broadcasting's brightest in automotive revenues.

This is the long-range view of the optimists among Detroit's auto and advertising authorities. It is based on expectations of passenger car sales of 7 million units or more, a healthy jump over 1961's poor showing of only 5.4 million cars.

Routine Buying ▪ For the moment, however broadcast buying by the auto brands is conservative and routine. This follows the industry's classic pattern of budgeting on the basis of current sales, with increased spending to come only after new sales catch fire and a small portion is ploughed back to stimulate the sales curve higher. For this reason, automotive billing increases in both spot and network are not expected until later in the fall and after the first of the year.

The auto makers' long-range view is premised on the theory that there will be no long strike by labor when contracts expire Thursday night and that the Berlin dispute will be contained.

Detroit is openly bullish about the sales potential of the new car offerings. Public introductions of the brand regulars have been advanced a week or more over last year. Introductions of the new "senior compacts" next month and various luxury-sports models and the new "compact compact" cars later are calculated to stimulate keen interest early on the part of the consumer and sustain and renew that interest during the year. The chief communicator: Advertising.

Safety Features ▪ Most lines of cars this year will get only exterior trim changes and chief emphasis apart from style apparently will be placed on maintenance-free operation and safety features. The European look will be stronger in some lines.

With the enlarged range of compact offerings and the luxury-sport model or "personal" car trend, Detroit's fundamental marketing strategy seems to be to have something attractive in style or price for almost anyone who is in the slightest buying mood.

Here is the short-range look at the auto picture:

▪ During August the media-planning and buying patterns for both print and broadcast have been running almost routine. There will be the usual all-media big-splash promotions for new model introductions in late September-early October (see check list summary page 32) and radio-tv will get their usual strong supporting share of national budgets but not the major share that still goes to print. For the moment all media budgets are tight and there are distinct signs of frugal paring here and there.

▪ Network and spot spending, both radio and tv, are generally along the lines of the same formulas used last year, but there is slight trimming and shifts of strategy in some cases because of budget restrictions. Network tv gets the major share. Radio spot at the moment shows up much stronger than tv spot for the traditional showroom traffic buildup.

▪ General Motors and its five car divisions as usual is expected to outspend its next two competitors com-

Last week Detroit production lines were turning out new models at top speed to stock dealers' showrooms for the early announcement dates set this year by nearly all companies. Here's a view of new Plymouths undergoing final inspection as they come off the line at the company's huge assembly plant in the motor city.

bined, Chrysler and Ford. GM's plans appear the most settled; Ford is next, but with considerable secrecy over its spot plans. Chrysler is undergoing an internal executive and basic-policy shakedown for its strong come-back bid and may continue somewhat unsettled until early next year when additional spending is predicted, particularly for network tv. Prospects among the independents are mixed.

▪ Part of the auto industry's conservatism in media and budget planning is attributed to the wait-and-see attitude about the labor agreements which expire Thursday night. Expectations on the outcome have cycled between gloom and glow with each daily development but as of late last week the outlook appeared favorable again for settlement without a long strike although a short one was considered possible. Government representatives have been talking quietly with both sides because of Berlin and the economic situation.

The shutdown, if it comes, would leave the industry with only a bare handful of new 1962 cars and a fast-diminishing supply of 1961 leftovers, mostly high-priced models. If there is a long strike, probably only the major tv network buys would survive and this year even some of these are said to contain short-run escape hatches because of the labor talks. Radio-tv's flexibility would be to its advantage at the end of a short strike as makers rushed to firm up their promotion.

Where does the bright outlook for the long-range trend come from? Here are the principal factors:

▪ Detroit executives on the whole are unusually enthusiastic about the prospects for the 1962 line and there is a general optimism in the motor city that 1962 could turn out to be the best year since the 7.9 million passenger car record of 1955. One GM estimate last week predicted 1962 sales of 7.25 million cars, including imports. A Ford estimate: At least 6.5 million domestic, possibly 7 million.

▪ No one in the auto business will dispute the view that 1962 will probably be the most competitive model year to date, a factor advertising media men consider is distinctly to their advantage. Compacts now have a one-third share of the market, a strong gain over the previous year's quarter share.

As one Detroit advertising executive noted: The average man with $2,500 to spend on a new car 2½ years ago could pick from about four. This year he will be able to choose among 50 different models that are expected to fall in that price range. Advertising could become the most influential factor in helping him to make that choice.

▪ Detroit is encouraged by the selling cleanup of the 1961 line and its production pacing which closed out the assembly lines in early August with less than a million surplus cars. Although the first quarter slumped badly, second quarter sales ended up strong. Assembly lines are pouring out new models.

▪ There are reports from the dealer level that although traffic is slow moving at the high end of the 1961 leftovers, shortages are beginning to show up among 1961 compacts, some standards and certain popular luxury-sports models and wagons. This means Detroit's early introductions of the 1962 cars will come just in time to satisfy not only the whetted appetite of the consumer but also a hungry dealer team that has run short of something to sell. Added plus: Used car stocks last week also were at a three-year low.

▪ The optimists also draw their strength from the general uptrend of the entire economy, a recession recovery that has enough of its own to be significant even before the extra impact of the new defense spending is mixed in. The most recent gross national product estimate of $516 billion exceeds earlier predictions.

There is one viewpoint that the Berlin crisis could drive consumers into a wave of hard-goods buying, particularly cars, a motivation based on World

Present radio and television plans of major motor companies for

Here's a company-by company summary of the present broadcast plans of the major auto brands:

American Motors Co. ▪ The first to be successful with the compact, American this season will get even heavier competition from the big three of Detroit than it has in the past two model years. As a result it is expected to review its strategy and launch a counter-offensive. Factory sources reported Rambler is negotiating for additional newscasts on ABC Radio to augment its sixth-year renewal of participations on weekend Monitor on NBC Radio. Television spot and tv network participations also are being weighed carefully. They have been used before. Rambler already has ordered participations during October on the new CBS-TV *Frontier Circus*. Geyer, Morey, Madden & Ballard, New York, is agency. Rambler and Ambassador dealers also have been users of radio-tv on the local scene.

Checker Motors Corp ▪ The CAB maker that now is in the consumer market with its Checker Superba and Marathon models is getting its taste of broadcast success as a result of dealer use of radio in Cleveland. Checker Universal Sales, Cleveland, has been using local stations for about three months and response has been good, according to the firm's Chicago agency, Herbert Baker Adv. Checker is considering a tv test in Miami.

Chrysler Corp. ▪ Under the new presidency of 42-year-old Lynn A. Townsend, the No. 3 of Detroit's big three is working hard to get into battle trim for the fall marketing season after a poor 1961 showing. All Chrysler Corp. models will bow Sept. 29 with exposure on World Series coverage by the NBC radio and tv networks. The World Series buy is part of a $3.5 million sports package which Chrysler picked up after it was dropped by General Motors. It is a co-sponsorship with Gillette. Other parts include all-star baseball games, Blue-Grey, Sugar Bowl and Rose Bowl football games. Chrysler's corporate agency is Leo Burnett Co.

Because of the internal reorganization, a lot of the company's advertising plans may be delayed. Some of the major buys in network tv won't be settled until after the first of the year when a healthy $6 million more is expected to be invested in tv to give Chrysler's sales curve a boost. The company's car divisions, especially Plymouth and Dodge, have been heavy radio users too. Under the new corporate organization, the Plymouth-Valiant division has been merged into the Chrysler division, leaving the company with but two, Chrysler-Plymouth and Dodge.

Plymouth dropped the CBS-TV *Garry Moore Show* and Dodge gave up ABC-TV *Lawrence Welk* after many years, feeling the selling impact had worn thin. N. W. Ayer, Philadelphia, has ordered radio spot for Plymouth-Valiant in about 50 markets for three weeks around Sept. 29 announcement time plus another two weeks in November. No tv is planned. Dodge-Dart, through BBDO, plans no radio spot but will use tv ID spots for two weeks around Sept. 29 in possibly 100 markets although it may use only 40 or 50. In previous years Chrysler has spent as much as $4.2 million in national radio spot. Last year the firm spent almost $9 million in tv, all in network except for about $320,000 spent for tv spot.

Ford Motor Co. ▪ National billings of this auto major go heavily into network tv, about $11 million worth, with some radio spot. The rest of the spot advertising in both radio and tv is bought by the highly-organized Ford dealer advertising fund and by the Lin-

Making advertising plans to sell an estimated seven million cars next season is keeping Detroit executives busy. At left W. E. Hazard (l), tv and radio director of the Detroit office of J. Walter Thompson talks with John R. Bowers, car advertising manager, Ford Division of Ford. In right photograph Carl Uren (r.) Chevrolet's assistant advertising manager, reviews billing figures with Colin Campbell, executive vice president of Campbell-Ewald Co., Detroit, Chevrolet's agency. General Motors Chevrolet division last year spent $8 million in tv.

War II scarcity. Another view, based wholly on the premise of prosperity, cites the growing proportion of American families who now own two cars, hence a good second-car market.

▪ Another good omen for a rising auto market is the improved auto credit picture. For the past two months the volume of auto credit has continued to increase after a seven-month decline.

▪ Last but not least, the Detroit experts point out that as far as radio-tv or any advertising is concerned, budgeting is based on previous sale and not expectation. This accounts for the current conservatism, they note, and supports the long-range prospect. If the new cars catch on, budgets will blossom and so will broadcast billings.

While Detroit still may be basically print-oriented many dealers and their

introduction of their 1962 models

coln-Mercury dealer groups. They spend some $7 million in radio alone. J. Walter Thompson Co. represents the Ford Car Division and the Ford Dealer Fund while Kenyon & Eckhardt places for Lincoln-Mercury Division, the L-M dealer account and the Ford corporate institutional account.

Ford institutional has renewed its previous buys of *Leonard Bernstein and the New York Philharmonic* on CBS-TV and this season will present three Bernstein specials on dates to be set. Ford division (Ford, Falcon, Fairlane, Thunderbird) has renewed quarter sponsorship of NBC-TV *Wagon Train*, dropped NBC-TV's *Ernie Ford* and picked up new NBC-TV's *Hazel*, a Screen Gems package based on the *Saturday Evening Post* cartoon character. Ford also is quarter sponsor of the National Football League tv package. Both Ford and Ford Tractor are Keystone sponsors.

Lincoln-Mercury Division (Comet, Mercury, Meteor, Continental) has renewed NBC-TV *Alfred Hitchcock Presents* and is shopping for an alternate sponsor. If it finds one, the budget saving is to go into spot or network specials, according to agency sources.

Station representatives in New York were a bit confused last week as to just what the Ford division plans to do in spot. JWT asked for availabilities for Ford division for a five-week campaign in radio running mid-September through October, to be selected on a market by market basis, but plans were still up in the air at the end of the week. K&E sent out tv spot availability inquiries for Lincoln-Mercury but then recalled them. K&E said it has plans but isn't quite ready to disclose them.

General Motors Corp. ▪ The nation's No. 1 advertiser in total all-media billings, GM this year will again place more national broadcast business through its five car divisions than any other auto maker. Only Ford comes close. GM will spend nearly $25 million in tv, mostly network, plus several million in radio network and spot. All GM dealer groups are heavy spenders in broadcast, especially Chevrolet.

At the network level this year in tv, GM expects to use another *Danny Kaye Special* on CBS-TV this fall but has dropped its $3.5 million sports package shared with Gillette (picked up by Chrysler) and redistributed the funds to the divisions. D. P. Brother & Co. places GM institutional, but some corporate billings flow through divisional agencies too.

Among division network tv plans, Buick (Buick and Special) instead of Bob Hope will *Sing Along with Mitch* on NBC-TV, placing through McCann-Erickson. Oldsmobile (Oldsmobile and F-85) has dropped *Hawaiian Eye* and *Michael Shayne* for CBS-TV's *Garry Moore Show* which Plymouth gave up at season's end. Olds' agency is D. P. Brother. Pontiac (Pontiac and Tempest) continues with ABC-TV's *Surfside Six* through MacManus, John & Adams.

Chevrolet (Chevrolet, Corvair, Chevy 11) tears itself away from NBC-TV's Dinah Shore to find new fortunes in the *Bonanza* color hour on the same network. Chevrolet, through Campbell-Ewald, also continues with *Route 66* on CBS-TV and *My Three Sons* on ABC-TV.

Radio network by GM divisions includes the full 1,100-station network of Keystone. It also has renewed heavy news schedules on both CBS (*Lowell Thomas*) and NBC. Cadillac through MacManus, John & Adams has bought 335 Keystone stations for the showroom introduction period. Oldsmobile uses Keystone all year but varies the market list.

Television spot business for GM cars

WILL '62 CARS BE RADIO-TV ACTIVE? continued

group associations are very heavy broadcast advertisers and except for the recent recession are the principal local accounts for most stations, both radio and tv. If the 1962 cars sell, dealer buying will expand too and just how much local stations get will depend on how aggressively they go after it.

Broadcasting Busy ▪ National Broadcaster groups will not be idle on the sidelines this fall just waiting for nature to take her course. They are going to fight harder for a bigger share of the Detroit auto dollar.

The Station Representatives Assn. has organized a new Detroit Chapter and two major spot presentations are planned, one for radio and another for tv.

The Radio Advertising Bureau is continuing its company-by-company campaign of personal presentations and will step up dealer level pitches before introductions in the next few weeks.

Television Bureau of Advertising has scheduled its annual meeting for Detroit this year, Nov. 15-17, and expects otherwise-hard-to-see auto chieftians will turn out to listen to speakers such as John Hay Whitney, whose interests include the Corinthian group of radio-tv stations and the *New York Herald Tribune*.

Other Problems ▪ But advertising campaigns and their planning are only a part of Detroit's basic problem. With a product to move each year that values out to perhaps $14 billion at wholesale, Detroit's concern about how to spend nearly $250 million in advertising hinges almost entirely on the strategy of a total-marketing concept, this year perhaps more than ever. For 1962 the total-market strategy appears to be to offer Mr. & Mrs. Consumer the most complete price-and-style choice possible within each car line.

Chevrolet is no longer competing just with Ford or Plymouth. Its expanded and diversified range of compact and standard models is competing with itself. Or rather, as auto observers feel, it is expanding its sales opportunity by keeping the prospect and his choice within the Chevy family and preventing him from wandering afield to shop another company's line or to another General Motors division for that matter.

As a result, 1962 may be remembered best for the battle of the compacts. Virtually every standard label in the industry will have its compact cousin this year.

Compact Fairlane ▪ Ford Motor will introduce the senior compact Fairlane between the compact Falcon and the standard Ford. Ford also will have the Meteor to slide in between the Comet and Mercury. GM's new senior compact, first dubbed the Corsair, then called the Nova and now Chevy II to avoid confusion with the compact Corvair, will go in between the Corvair and Chevrolet.

Ford also will come out sometime during the season with a "compact compact" called the Cardinal to compete with Volkswagon and the other "small smalls." But Ford has been having trouble getting its tooling dies made in Europe (Ford plans to make foreign versions of the Cardinal abroad for those markets) and has shifted its orders to U.S. diemakers. Ford could be forced to delay introduction until the 1963 model year.

Detroiters feel that whenever Ford's little car markets and finds any acceptance, GM won't be far behind with its junior version and a prototype has been reported on the proving ground.

Beat the Imports ▪ Auto men are confident the U. S. compacts will continue to beat off the foreign competition. They feel that the strongest selling point for American compacts is the vast domestic dealer-service organization. And this is the kind of a selling point advertising can best get its teeth into, agency spokesmen say. It's a copy theme that's certainly a lot more understandable to the consumer than attempting to explain to him the differences

Present radio and tv plans of major motor companies continued

will be mostly at the dealer level. Only Oldsmobile is presently buying nationally. Its effort is a limited ID campaign Sept. 20-21 in about 33 markets.

In spot radio the GM buying picture is much brighter. Buick will use 83 markets for a radio spot drive two to three weeks around announcement date and may buy more later. Cadillac is a traditional big spender at introduction time and this year will buy spot on some 1,230 stations for three weeks. Chevrolet plans a heavy spot drive in 150 markets Sept. 18-Oct. 11 and continues year-round campaigns on a few selected key-market stations.

Oldsmobile's radio spot drive will run Sept. 18-Oct. 7 in 27 markets, according to present plans. Pontiac will use a brief four-day saturation flurry in 80-100 markets around its Sept. 21 announcement date.

International-Harvester ▪ This farm and industrial equipment giant is scoring successfully in spot radio with a quarter-hour dealer co-op program in some 100 markets. Young & Rubicam, Chicago, is agency.

Renault Inc. ▪ This French small-car import used the PGA Tournament coverage on CBS-TV this past summer to make a national impression but fall plans have not been set apart from continuing dealer group regional radio buys in major marketing areas such as New England, Chicago and California. Renault made strong impact in radio with its Renault "beep beep" horn. Needham, Louis & Brorby, New York, handles both national account and some regional accounts. National Peugeot account is handled by Papert, Koenig, Lois Inc., New York.

Rootes Motors Inc. ▪ Typical of some of the strong regional use of radio-tv by foreign car importers, the Rootes group on the west coast has budgeted $400,000 for advertising this year of which 40 percent will go into broadcast. Rootes' cars include Hillman, Sunbeam, standard-Triumph and luxury compact Humber.

Studebaker-Packard Corp. ▪ Company officials last week said they were so enthusiastic about the response for the small Lark and the luxury Hawk from the talking horse situation comedy program *Mr. Ed* that they will co-sponsor the half-hour tv show again this next season. Program moves from NBC-TV to new Sunday 5:30 p.m. time on CBS-TV. Some radio spot also is planned.

Volkswagen of America Inc. ▪ This highly successful German import is considering network television for 1962 as a result of its dealer experience in local radio-tv and the $225,000 national spot tv splurge VW itself placed in 1960-61. The national campaign in tv won agency Doyle Dane Bernbach the New York Art Directors Club special award earlier this year for the VW Karmann Ghia commercial. VW's 16 regional dealer groups are spending about $5 million a year in broadcast. They are especially strong in tv in the greater Los Angeles and San Francisco markets. Doyle Dane Bernbach buys for six of these dealer groups.

Volvo Import Inc. ▪ Sweden's successful import gets an 85 percent share of budget plunked into broadcast this year. About $450,000 is going into radio-tv this year in 21 major markets.

Willys Motors Inc. ▪ This Kaiser industries subsidiary intends to increase its network television spending this fall and is putting 95% of its corporate budget into the medium. Family and sports model jeeps, including four-wheel drive models, have been advertised on ABC-TV's *Maverick* and *Hong Kong* this season, will get exposure on the new ABC-TV *Follow the Sun* this fall. Young & Rubicam places for Kaiser.

MUTUAL BRINGS TO WINSLAND

WORLDWIDE NEWS COVERAGE

Radio listeners will be glad to know that at 9:30 A.M. today WINS, New York's outstanding independent station, joined the Mutual Radio Network. This means the big, wide, wonderful world of WINS will now have a **Mutual** feeling. WINSland's own Lonny Starr, Jack Lacy, Stan Z. Burns, Murray Kaufman, Les Keiter, Jack Lazare, Jim Gordon, Lou Fisher, Brad Phillips and Paul Sherman now share the air with Mutual's famous news personalities such as Bess Myerson, Tony Marvin, Bill Stern, Westbrook Van Voorhis, Leo Durocher, Fulton Lewis, Jr., Bill Costello and many, many more. Now you'll hear **everything** when you stay tuned to WINS, 1010.

WINS IS YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

MUTUAL RADIO

A Service to Independent Stations
A Subsidiary of Minnesota Mining & Manufacturing Company

3M

among the cars themselves, they note.

The burden on advertising this season will be as great to educate as to sell, Detroit experts say, considering the variety of car brands being offered and the range of custom options possible even after a model choice. Thinking varies on how radio and tv can best meet this challenge. But there does seem to be aggreement on the need for sound evaluation of ratings and a demand for qualitative analysis of audience composition.

For instance, Gail Smith, director of tv advertising for General Motors and former Proctor & Gamble broadcast executive, expresses himself very forcefully when anyone appears to be talking down the importance of ratings. He feels they are basically honest, reasonably accurate and the best tool available that must be used until the the industry comes up with something better.

Mr. Smith also is firm about the marketing significance of audience composition apart from rating quantity. He finds it hard, for example, to be sold on using a station with a high income white collar audience for battery spots although he would place new-car business there. Most batteries are bought by blue collar used car owners, he notes, and from his own personal observations this group generally tunes top forty outlets, not quality music stations.

W. D. (Pete) Moore, advertising director of the Dodge division of Chrysler, hopes that media analysts will devote more attention to the specific marketing needs of the manufacturer instead of vague box-car audience figures.

Robert J. Fisher, director of advertising and sales promotion, Ford Motor Co.'s central office at Dearborn, is aware of how much the increased model diversification "increases the necessity for reaching all degrees of public taste and demand with clarity." He said it requires "sharp commercial focus for clearly positioning each of our entries in the market place. We think we have met the issue, at least in part, by diversifying our television programming and increasing the frequency of our commercials."

Richard E. Forbes, director of corporate advertising for Chrysler, said his company is meeting the diversification challenge by introducing all lines at the same time Sept. 29. Chrysler is cosponsoring with Gillette the NBC radio and tv network coverage of the World Series. He felt this big splash technique "will be most effective in registering a keen awareness of Chrysler Corp. cars" and in getting prospective customers into showrooms to inspect them.

26 American lines include 400 models

MOST NEW CARS WILL BE UNVEILED THIS YEAR IN LATE SEPTEMBER

More than 400 models of some 26 brands of American-made passenger cars will be fighting for consumer attention in the marketplace this fall and another couple of dozen models of popular foreign imports will be in there pitching too. Only three years ago there were just 18 American-made brands.

Detroit quips that the prospective buyer will need a scorecard to know what he is shopping for this season.

But it's no joke to the time salesman working overtime to get his share of the automotive billing. In the next few weeks he's expected to brighten up the luncheon chatter with a prospective auto account by rattling off authoritatively his instant knowledge of each new entry, every styling change and all the key selling features of the 1962 line.

Chrysler advertising executives discuss strategy with Leo Burnett Co. officials. Shown left to right are Draper Daniels, executive vice president, creative services, for the agency; Richard E. Forbes, director of corporate advertising for Chrysler; F. Strother Cary, agency vp and account supervisor on the Chrysler account and Leo Burnett, agency chairman.

Top Secret ▪ It's not easy when Detroit traditionally clutches such highly competitive secrets close to its corporate bosom right up to announcement date. Agencies servicing the accounts often are kept in the dark on key model data and timing of introductions until the last possible moment.

Based on the best information available in late August, here's a checklist of the principal models, their corporate genesis, the announcement dates (in parentheses) set or predicted for showroom unveiling to the public and a brief summary of what the experts guess will be done to the cars this year:

New compact compact car

Cardinal ▪ (late 1961 at earliest; probably not until spring 1962 and possibly not until 1963 model line comes out in fall of 1962). Ford Motor Co. has been having trouble in getting its tooling orders filled abroad and has shifted to American diemakers. Ford's new little car is slated to fight Volkswagon in both size and price. Front-wheel drive, V-4 engine up front, 97½ inch wheelbase. Ford will produce the Cardinal in U. S. and at its plant in Cologne, Germany, for import to U. S. and export to world market. Ford also will make a Cardinal at its plant in

"Charlotte's WSOC-TV... results keep us going back for more" —Tabberer, LNB&L

"Effective tv spot schedules for our fine clients such as Colonial Stores, H. W. Lay & Co., Bev-Rich Co., and Carling Brewing Co., keep us going back for more. We like the results we get on WSOC-TV."

PAMELA TABBERER,
Media Director
Liller, Neal, Battle and Lindsey, Inc., Atlanta

Four Liller, Neal, Battle and Lindsey account executives discuss WSOC-TV and the Charlotte market. Life to right—Howard Axelberg, handling Carling; Pat Patterson, H. W. Lay; Clay Scofield, Colonial Stores; Jack Burton, the Bev-Rich account.

Picture-shy Miss Tabberer says the nicest things. Spot schedules do produce exceptional results on WSOC-TV. This station programs the choice offerings of two major networks. Strong local and regional services, a terrific film library, round out a structure that's made to order for spot. Big audiences, a wide range of audience compositions. Get what you want—get on WSOC-TV, a great area station of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

WSIX TV 8

Does it Again!

IN NASHVILLE

*NEW ARB REPORTS WSIX-TV 8 NO. 1 in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc

England for sale there. Working name is Archbishop. Still another version for sale in Germany is dubbed Monsignor.

Note—Auto circles are confident General Motors' Chevrolet division won't be caught napping if Ford's Cardinal catches on and will be in market too with its version of a compact compact. GM is said to be proving out a small four-cylinder front-wheel drive prototype now.

Compact cars

Corvair ▪ (Introduction date Sept. 29). GM Chevrolet division's original 1960 entry into the compact field broke U.S. tradition with its rear-end flat engine, rear-mounted transmission and individually sprung rear wheels. Has been second in sales only to Ford's Falcon in its field. Luxury-sport model Monza with bucket seats, introduced last May, has been surprisingly popular. Biggest news for 1962 is line of convertibles, including one hand-operated job with low price tag, but the soft-tops may not be introduced until next spring. Otherwise Corvair will look much the same except for front-end cosmetics.

Falcon ▪ (Sept. 28). Sales leader in its field, Ford Motor Co's compact was a record-breaker in its initial introduction year 1960. Ford too has been trying out convertible models for Falcon and might spring them this fall. Bold front-end changes hinting of Thunderbird are predicted, plus some of the low-maintenance features of the standard 1961 Fords.

Lark ▪ (Sept. 22). Studebaker-Packard's compact is expected to get rid of its stubby look this year by minor styling changes that include a front-end hint of Mercedes-Benz, the foreign-import which S-P markets here, and an overall continental look. Lark also will have a fully-instrumented dashboard, hot selling point of the company's luxury Hawk, plus semi-bucket seats.

Rambler American ▪ (late in first week of October). American Motors' President George Romney last year said not to expect any major changes in the American for three seasons. So the exterior look won't change much for 1962 except for modification of the much-criticized square-screen grille. Interior passenger convenience improvements are expected (seating, driver vision, luggage room, weather conditioning) plus a new optional automatic clutch.

Valiant ▪ (Sept. 29). Although the compact cousin of Plymouth, this sporty Chrysler Corp. car has been noted for its high-styling relation to the luxury Chrysler 300 line. For 1962, Valiant's third year, it will be even more so styled and overall very European. Full panel instrumentation is planned. Sturdy slant-six engine will be retained, although it may go aluminum.

Large compacts

Buick Special ▪ (Sept. 27). General Motors Buick division's Special is not to be confused with pre-1958 Buicks of that name, it was a new entry last year as a compact. Although GM doesn't like to call it a compact, the trade does; its overall length is under 200 inches. For a look today at the 1962 Special, the experts say go to the nearest dealer and examine the Skylark, the luxury version introduced several months ago and which for 1962 will get a facelifting. The new Special will also offer a new cast iron V-6 engine. Last year's aluminum V-8 continues as optional. Convertible models are due this fall too, including low-priced manual. GM seems intent on making the Special a hot contender as the low-price utility family car, thereby possibly making up some of its losses on its big cars.

Comet ▪ (Sept. 29). Ford Motor Co.'s Lincoln-Mercury division for a long time appeared to be hiding the fact the Comet was the Mercury compact, but this fall it will be clearly called the Mercury Comet, according to informed sources. Minor style changes are in store, including more distinctive grille. Comet has been popular ever since its midseason introduction on St. Patrick's Day 1960, so any future major innovations could come in that manner as a Ford strategy to renew consumer interest later in the usual model year, but this is trade speculation.

Lancer ▪ (Sept. 29). This Chrysler Corp. Dodge compact, sort of a luxury Valiant, suffered some during its introductory period last year because of lack of consumer identification with Dodge, but the tie-in will be much stronger this season. Changes will be limited to new front-end sparkle and more luxurious interiors, including semi-bucket seats up front. All new instrument panel is planned, plus lube-free suspension feature of big Dodge. Lancer sport coupe hardtop offering may give sporty Corvair Monza run for its money.

Lark Cruiser ▪ (Sept. 22). This not-so-compact compact is Studebaker-Packard's luxury version of the smaller Lark. It offers a range of luxury optionals. Not much change is expected for 1962 apart from following facelifting trend of the Lark toward the continental.

Olds F-85 (Sept. 22). Going into its second year, the F-85 will be the top luxury compact of the General Motors family. Only minor trim changes are predicted, although the sporty Cutlass version introduced last April will possibly get increased emphasis. The F-85 Cutlass, according to reports, may get an exhaust-driven turbo-supercharger to hop its V-8 engine up to nearly 250 horsepower, plus the Borg-Warner four-

AS USUAL...

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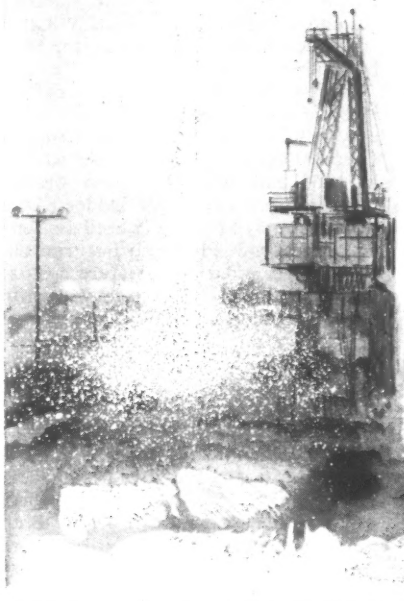

John Davenport, WFAA-820's own Aerospace Reporter was sent to Cape Canaveral to cover our astronauts' historic space rides. Within minutes after the network reports, Davenport was giving a Texan's "eye witness account" that delved into many interesting aspects not heretofore reported. But that's the way "Southwest Central" covers the news . . . specialists for special stories, and on-the-spot whenever possible.

It is just another reason why more of the great news-conscious public stay with WFAA-820 all day! In most instances there are 3 to 4 special reports hourly, in addition to regularly scheduled newscasts. Just imagine what such an audience could mean to you!

WFAA—820

RADIO NBC DALLAS

Represented by Edward Petry & Co., Inc. The Original Station Representative

AT "Communications Center." DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

26 AMERICAN LINES INCLUDE 400 MODELS continued

speed transmission now featured in the Corvette.

Rambler Classic ■ (late in first week of October). Major front and rear-end styling changes are in prospect for this American Motors' car and all semblance of tailfins is gone. Roof style will be sculptured too. New automatic transmission and stronger suspension system to improve the ride also are reported.

Tempest ■ (Sept. 21). You will have to look at the grille to distinguish between the 1961 Tempest and its new 1962 version. That's about the most distinctive change in this General Motors Pontiac compact introduced last year and featuring unique four-cylinder front engine with rear transmission. Plushy deluxe convertible called the LeMans will be added to the line. New six cylinder and V-8 engine options are understood in the works but these may not be ready until 1963.

New senior compacts

Chevy II ■ (Sept. 29). This new General Motors' car, to be available in a range of models, will fall between the compact Corvair and the new standard Chevrolet Biscayne. It will not be a radical design. Instead it will be quite conservative with soft rounded lines and a front end that looks much like the 1957 Ford. It will have only two headlights, vertical rectangular tail lights. The name has gone through an evolution from Corsair, dropped because of possible confusion with Corvair, to Nova to Chevy II and Chev II. Wheelbase estimates range from 110 inches to 115 inches but overall length of 190 inches appears consistent. Weight: about 2,800 pounds. With comparative extra height and interior spaciousness the total image impact will be similar to that of the 1949-50 Fords and Chevys. New engines will be straight four and six cylinder jobs with a small V-8 possible power option. Major innovation will be a single-leaf spring for rear suspension. A top-of-the-line luxury sport model Chevy II is expected to be brought out later as General Motors' answer to Ford's personal Thunderbird.

Fairlane ■ (Sept. 28). Ford Motor Co.'s senior compact entry into the family-utility market will drop in between the compact Falcon and standard Ford Galaxie. Reports are that the new Fairlane, on 115-inch wheelbase, bears a strong affinity for the present Comet. Although styling is conservative, lines of the Fairlane also are said to resemble pioneer Thunderbird look. Engines expected are the 170-cubic-inch six now optional on Falcon and Comet plus a new lightweight 221-cubic-inch cast iron V-8. Both standard and automatic transmissions will be available. Overall size and weight are expected to be just a bit more than Chevy II, but initially it is believed Fairlane's model diversity will be less than its GM counterpart.

Meteor ■ (Nov. 20, earlier if possible). This is the senior-compact for Mercury and will fall between the latter and the compact Comet. Ford Motor Co.'s second senior-compact entry will be virtually a repeat of the Ford Fairlane senior compact except for exterior trim and length. Meteor will be a bit longer. The grille will look like the Mercury's and side trim will shadow some earlier Mercurys. Tail lights will have the same jet-pod appearance as those expected on the standard 1962 Mercury Monterey. Meteor engines will be the same six as Falcon and Comet and the same new V-8 of the Fairlane.

Geyer, Morey, Madden & Ballard and American Motors, Rambler division, executives discuss advertising plans. Left to right (seated): John F. Henry, v.p. GMM&B; Fred W. Adams, director of marketing, AMC; E. B. Brogan, advertising manager, Rambler; S. M. Ballard, president, GMM&B; (standing) Roy Abernethy, executive vice president, AMC, and B. B. Geyer, chairman, executive committee, GMM&B.

Low-price standard cars

Chevrolet ■ (Sept. 29). Despite some predictions that the new senior compact utilities will eventually replace the old low-price standards, there is no evidence of it now at General Motors. The new Chevy II senior compact however might nose out Chevrolet's low-end Biscayne line and force upgraded emphasis on Bel-Air and Impala models. The 1962 Chevrolet will be based on last-year's body shell, without fins. Grille will be rectangular, high, with heavy horizontal-vertical lines. Rear will be clean, boxy, slanting down. Simple round tail lights are predicted. Chevrolet is dropping its complex and costly Turboglide automatic transmission in favor of a new two-speed Powerglide. Chevrolet engines will include regular standard six and a big 409-cubic inch V-8 that is expected to soup up to top 400 horsepower.

Dart ■ (Sept. 29). A major facelifting in basic style is reported for this economy-standard model which Chrysler Corp.'s Dodge division introduced first in 1960 and which has been stealing business from the bigger Dodge. Dart will share a 116-inch wheelbase and body shell with Plymouth but trim out a bit longer. Dart will feature a strikingly-individual grille design with twin sets of headlights centered in separate grille cavities. Rear fender fins are being softened. There will be three Dart model series this year. Engines will be same basic power plants used in Plymouth.

Ford ■ (Sept. 28). About all that is left for this standard to do is concentrate on its Galaxie series and there will be two versions for 1962. Both Ford and Chevrolet standards appear destined to become low-price luxury cars, instead of family utilities, with introduction of the new senior compacts. Ford's low-end Fairlane and Fairlane 500 names go over to the company's new entry in that category. New Galaxie styling is reported to be cleaner, simpler, with de-emphasis on fins. Roof contours have Thunderbird overtones. Big range of luxury and sport options are expected in the new Ford series plus still-additional low-maintenance features such as 30,000-mile wheel bear-

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Never . . . never . . . never . . . do you hear *that* kind of music on WJR.

You don't hear gimmick contests, noisy announcers or singing, swinging station breaks, either.

You hear Complete-Range Programming.

Pleasant music—live and recorded, classical and pops, show tunes, folk tunes, choral.

Nine *15-minute* newscasts daily, news analyses, discussions, editorials.

Complete sports coverage—two 15-minute sportscasts every day, interviews, play-by-play of Tiger night baseball, college and professional football.

And there's humor, variety, women's programs, farm news, fine arts and . . . well, the list could go on and on.

On WJR you hear programming that, in the mass, appeals to a lot more people. People who buy soap and soup, and new cars and used cars, and pianos and grass seed. All kinds of people with definite ideas about what constitutes *good* radio.

That's why they listen to WJR. That's why they'll listen and *respond* to your advertising message on WJR. That's why you'd be wise to make WJR your medium in the Great Lakes area.

WJR DETROIT

760 KC 50,000 WATTS

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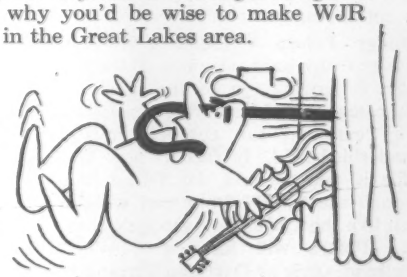


Rock 'n' roll on WJR—never in a million years!

ing packing and posibly permanent coolant. Wide range of engine power options are reported for the 1962 Ford, including a four-speed manual transmission and a big 400-plus horsepower engine.

Plymouth ▪ (Sept. 29). Because of slow 1961 sales for this standard, Chrysler Corp. reportedly is gambling on a major style change, whitling Plymouth down to a trim Valiant-European look on a 116-inch wheelbase. The all-new car (except engines) will feature a concave mesh screen grille with two sets of twin headlights seated in deep chrome wells. Engine choices will be the well-established 225-cubic inch slant six, 318-cubic inch V-8 and big 361-cubic inch V-8.

Medium-price cars

Ambassador ▪ (first week of October). Top end of American Motors' Rambler family will be redesigned for 1962 on a shorter wheelbase of 108 inches (formerly 117 inches), same as the Rambler Classic, but it will be longer overall as a result of styling. The Ambassador in a sense becomes a deluxe compact. With the same big 327-cubic inch V-8 engine in the lighter car the experts predict the Ambassador will become a "hot" performer popular with the drag strip crowd.

Buick ▪ (Sept. 27). This basic General Motors line will get only minor changes this year in style (grille and tail variations, bit more chrome) plus some small mechanical innovations. Electra 225 becomes the basic long wheelbase series, four V-8 engines available up to 401-cubic inch 325 horsepower plant.

Chrysler ▪ (Sept. 29). Conservative styling but with plenty of power seems to be the emphasis for 1962. Tailfins are gone. Front end is almost unchanged. Chrysler's low-end Newport series, some models selling under $3,000, have been strong sellers during the past year and should be pushed even harder this next year. Entirely new lower-priced 300 series will be introduced as replacement for Windsor line between Newport and more luxurious New Yorker, but the big performance 300-H series at the top of the line also continues.

Dodge Polara ▪ (Sept. 29). This Chrysler Corp. luxury version of the big Dodge is moving out of the medium-price category and becoming a personal luxury car that can compete in the Thunderbird field. In fact its new side profile is said to have the T-bird flair although the "wild" front end will be much like the 1962 Dart, Dodge's compact. Polara will have a 116-inch wheelbase, same as Dart and Plymouth. Polara power plant will be souped up version of Dodge's big 361-cubic inch engine.

DeSota ▪ Believe it or not, this now-deceased Chrysler Corp. car is rumored about to be reborn as the name for a new line of Chrysler cars being developed under top secrecy.

Mercury ▪ (first week of October). With its compact Comet and new senior compact Meteor in the market this year, Ford Motor Co.'s Mercury will undergo only slight exterior styling variations this year on its basic 120-inch Monterey wheelbase. Mercury is reported in many respects becoming a glorified Ford, sharing basic Ford chassis and body shell and adding exterior Mercury trim. Last year Mercury assembly was moved onto Ford lines. In 1962 Mercury line canted fins are gone. Three big V-8 engines are available, plus the six cylinder plant introduced last year.

Oldsmobile ▪ (Sept. 22). With its smaller F-85 making a dent in the economy minded portion of its market, GM's Oldsmobile can't look anywhere but up. That's just where it is going in 1962 with sporty roof contours in the 88 and 98 series plus new squared-off Fisher bodies which are a cross between the fully unitized body and the separate frame-body construction. Difference is that the frame will be welded instead of bolted to the body during assembly. Dramatic new grille design is expected. No major mechanical changes are reported for Olds this year.

Pontiac ▪ (Sept. 21). Recent sales improvement in the younger market for this General Motors car is said to have spurred Pontiac designers to push even emphasis on power and performance with a new 428-cubic inch engine. No radical exterior style changes are expected other than a new grille pattern that may be an attention-getter. It's said to be a horizontal-chrome bar version of the oval Edsel design. A new plush Grand Prix hardtop model is expected to be a competitor in the sports-luxury class.

High-price cars

Cadillac ▪ (Sept. 22). The experts had a hard time agreeing on what will happen to the image of General Motors' top luxury car when it is unveiled just a few weeks from now. One school had predicted extensive engineering changes and another saw only minor exterior fact lifting for 1962. Most accurate guessers appear to be the latter. A super-luxury Brougham type model is expected in the line.

Continental ▪ (Sept. 27). Unlike Cadillac speculation, there seems to be more agreement that few changes over the basic 1961 style will be made in the top luxury offering of Ford Motor. Continental's unusual 24,000-mile warranty and well-promoted handcraft assembly and testing procedure appear to be winning sales in the quality class.

Corvette ▪ (early October). There has been some speculation that the new sports-luxury model at the top end of the new senior compact Chevy II might replace Chevrolet's Corvette, but it's not expected for the present. Some features of the Corvette are being introduced in the new Chevy II sportster. For the time being Corvette will introduce only minor cosmetic change in its fiberglass body but a big new 327-cubic inch V-8 engine will top the present line of five power plants. Horsepower range now runs from 230 to 315 with the present engines.

Hawk ▪ (mid-October). Studebaker-Packard believes it may have the surprise car of the year with its completely redesigned semi-sport coupe. Described in the trade as a "Continental Thunderbird" with tail end that looks like the European Lancia, the Hawk will continue to feature its fully-instrumented dash and big V-8 engines. Automatic, three-speed manual and four-speed floor mounted manual transmissions also are featured.

Imperial ▪ (Sept. 29). Top Chrysler Corp. officials believe there will always be people who want a big big luxury car with all the quality refinements possible. So they intend to continue offering them the Imperial even though assembly is being moved onto regular Chrysler lines for economy. Separate body frame construction will be continued however, despite fact other Chrysler lines employ unit construction.

Thunderbird ▪ (Sept. 29). Last year's major style change in this highly successful personal luxury car by Ford Motor Co. will undergo only slight alteration for 1962. Slight grille and trim switches and that's about it. Plans to convert to front-wheel drive apparently have been postponed.

Other cars

International Harvester's new multi-purpose family Scout, Willys' family and sports model Jeeps and Checker Motor Co.'s Checker passenger cars are increasing their bids for the consumer market this year. There also are the "affiliated imports" of the American companies: Anglia (Ford), Mercedes-Benz (Studebaker-Packard), Metropolitan (Rambler), Opel (Buick), Simca (Dodge-Dart), Taunus (Lincoln-Mercury) and Vauxhall (Pontiac). Leading imports: Volkswagen, Renault, Volvo, Triumph, Hillman, Sunbeam, Singer, Fiat, Saab, Morris, Austin, Toyopet, Porsche, Jaguar, Borgward, Rolls Royce, Alfa-Romeo, Morgan, BMW, NSU Prinz, MG.

WHERE'S GEORGE?

Three name droppers lunch at the Three Seasons. Each orders the same thing, paying $10 apiece in advance. After lunch, however, they complain that the chilled artichoke hearts stuffed with blanched truffle whip were rather tepid. The maître d' cuts the check to $25, sends the waiter back with a $5 refund.

The waiter, fearing he might not get a tip after the truffle rebuffal, gives each man only $1 and pockets the other $2. Thus each man has paid $9, making a total of $27. Add this to the waiter's $2, and the grand total is only $29. What happened to the other dollar?*

If you can explain this money dilemma, we'll send you an exciting new prize. We're offering several so tell us what you've already won.

**If number dropping has you confused, check ARB, which stoutly maintains WMAL-TV is first in the Washington, D.C. market, 6 PM - Midnight, Monday - Friday. (June '61)*

wmal-tv

abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Team	1960 Attendance	Radio-Tv Rights (1961)	Radio-Tv Rights (1960)	Sponsors	Originating Stations	1960 Won-Lost Records
American League						
BOSTON PATRIOTS	118,260	$ 223,000	$ 200,000	Pabst Beer; Phillips Petroleum; Carlings Brewing; Sinclair Oil, all ¼ regional with Carlings all or mostly in Texas. Autolite, Mobil Oil and Keystone Camera have minutes on most of the telecasts.	WHDH-TV WEEI	5-9
BUFFALO BILLS	111,890	225,000	203,000		WKBW-TV WBEN	5-8-1
DALLAS TEXANS	171,500	234,000	210,000		WFAA-TV KRLD	8-6
DENVER BRONCOS	91,333	217,000	196,000		KBTV(TV) KBTR	4-9-1
HOUSTON OILERS	140,127	240,000	215,000		KTRK-TV KILT	10-4[3]
OAKLAND RAIDERS	69,122	216,000	194,000		KGO-TV KNBC	6-8
NEW YORK TITANS	114,628	225,000	200,000		WABC-TV	7-7
SAN DIEGO CHARGERS[1]	110,376	225,000	198,000		KOGO-AM-TV	10-4
TOTALS	927,236	$1,805,000	$1,616,000			
National League						
BALTIMORE COLTS	342,858	$ 235,000	220,000	Ford, Busch Beer, National Beer, ¼ open	WBAL-TV WFBR	6-6
CHICAGO BEARS	278,943	320,000	300,000	Ford, Marlboro, American Oil, Falstaff	WBBM-TV WGN	5-6-1
CLEVELAND BROWNS	337,972	280,000	250,000	Ford, Marlboro, Carlings, Standard Oil	WJW-TV WGAR	8-3-1
DALLAS COWBOYS	128,500	195,000	180,000	Ford, Marlboro, Falstaff, ¼ open	KRLD-TV KBOX	0-11-1
Detroit Lions	306,110	270,000	250,000	Ford, Marlboro, Falstaff, Speedway Oil	WJBK-TV WJR	7-5
GREEN BAY PACKERS	204,421	120,000	105,000	Ford, Marlboro, Hamm Brewing, American Oil	WBBM-TV WJPG	8-4
LOS ANGELES RAMS	370,341	310,000	300,000	Ford, Marlboro, Falstaff, ¼ open	KMPC KNXT(TV)	4-7
MINNESOTA VIKINGS	—	160,000	—	Ford, Marlboro, Hamm Brewing, American Oil	WCCO-AM-TV	—
NEW YORK GIANTS	357,583	370,000	340,000	Ford, Marlboro, Ballantine, American Oil	WNEW WCBS-TV	7-4-2
PHILADELPHIA EAGLES	286,301	250,000	210,000	Ford, Marlboro, Ballantine, Sun Oil	WCAU-AM-TV	10-2[3]
PITTSBURGH STEELERS	172,999	250,000	235,000	Ford, Busch Beer, National Beer	WIIC(TV) WWSW	5-6-1
SAN FRANCISCO 49ERS	312,630	270,000	250,000	Ford, Marlboro, Falstaff, ¼ open	KPIX(TV) KSFO	7-5
ST. LOUIS CARDINALS	140,019	190,000	170,000	Ford, Marlboro, Falstaff, American Oil	KMOX-AM-TV	6-5-1
WASHINGTON REDSKINS	144,621	290,000	290,000	Ford, Marlboro, American Oil, Falstaff	WTOP-AM-TV	1-9-2
TOTALS	3,383,298[2]	$3,510,000	$3,100,000			

[1]Played in Los Angeles in 1960.
[2]Announced figures only. League's official paid attendance for 78 games was 3,128,296.
[3]Denotes league champion.

PLAYOFF DATA: Rights to the National Football League championship game and Runnersup Bowl (second place finishers in East and West Divs.) were purchased by NBC-TV earlier this year for $1.23 million, divided over two years. NBC-TV also has rights to the Pro Bowl Game estimated at about $400,000. Rights to the American Football League championship game are included in its package with ABC-TV.

Football gets $12 million from radio-tv

SPONSORS SPEND $20 MILLION FOR RIGHTS TO PRO, COLLEGE GAMES

Football, which recently saw one of its most electrifying financial plays (the NFL-CBS $9.3 million package deal) nullified because of a downfield penalty (violation of the antitrust laws), still figures to make 1961 a banner financial year. But the banner won't be flying as high as some had hoped and others expected.

Payment for radio-tv rights in 1961 amounts to an estimated $12 million in football team coffers with advertisers shelling out about $20 million to pick up the tab.

Broadcasting will parcel out to the National League some $5 million for its games, including the championship, runnerup and all-star games; miscellaneous highlights and pre and post game shows. The American League brings in about $2 million for similar activities from a smaller schedule (eight teams as compared to 14 in the NFL). (See table, page 40). Also being dealt in for a solid share is the National Collegiate Athletic Assn. (college football) with $3 million and various additional attractions (bowl games, minor leagues, tv specials) dividing about $2 million.

It amounts to an all-time record season, both in rights and in billings, eclipsing both records established last year, but seemingly far off the total anticipated in 1962 when both broadcaster and football officials expect an even higher total.

Judge's Ruling ▪ The National League's midsummer night's dream—each owner fondling a hunk of the $9.3 million pot of gold which was to be provided by CBS—ended abruptly (BROADCASTING, July 24) with a federal judge's ruling slicing the league's overall television take about $1.2 million in one fell swoop.

The NFL-CBS agreement called for $4,650,000 per season this year and next, with each of the 14 clubs getting about $332,000, a healthy increase for all, save the New York Giants. Last year, it was estimated, the 13 teams averaged about $172,000 for television rights. Green Bay stood to gain the most—about $257,000—but reverting back to last year's agreement will receive only about $120,000 for combined radio-tv rights, lowest in all pro football.

As one football spokesman put it, "No matter where you turn in that neck of the woods, there's always the same number of eyes and ears—and not many of each. And that's what those advertisers are paying for."

Regional Telecasts ▪ The proposed CBS pact called for the network to telecast the NFL's 98-game schedule on a regional basis with each league city being permitted to view its team on away games only. The blacking out of home games within a 75-mile radius was an idea first formulated by the late Bert Bell, former NFL commissioner, in the early 1950's when football and television became inseparable partners and the NFL's yearly attendance began to swell.

The verdict to void the contract, following questioning of its legality by the Justice Dept., came late last month in a decision by Federal Judge Allan K. Grim. "By this agreement" (selling of the pooled television rights in a package), the ruling said, "the member clubs . . . have eliminated competition among themselves in the sale of television rights to their games.

"Clearly, this restricts the individual clubs from determining from which areas the telecasts of their games may be made, since the defendants [the NFL] have by their contract given to CBS the power to determine which games shall be telecast and where."

1960 Plan ▪ Last year CBS televised the contests of 10 of the 13 teams (Pittsburgh and Baltimore had agreements with NBC and Cleveland with Sports Network Inc.). This year, with all teams reverting to last year's agreements (most getting slight increases), CBS will telecast some 90 games, including those of the new Minnesota Vikings. The other three contracts remain intact.

Ford Motor Co. (through J. Walter Thompson Co.) spearheads the advertisers with a 25% national purchase on CBS, 25% regional purchases on the Pittsburgh, Baltimore and Cleveland games and a similar slice of the championship game. Marlboro cigarettes (through Leo Burnett) is close behind with an equal national buy on CBS and the Cleveland Browns. Other big buyers are Ballantine, Falstaff and Hamm's beer and American Oil. Most clubs are sold out; those still with time available expect to be by next week.

Behind the quick sales of sponsorships all over the league are these interesting speculations:

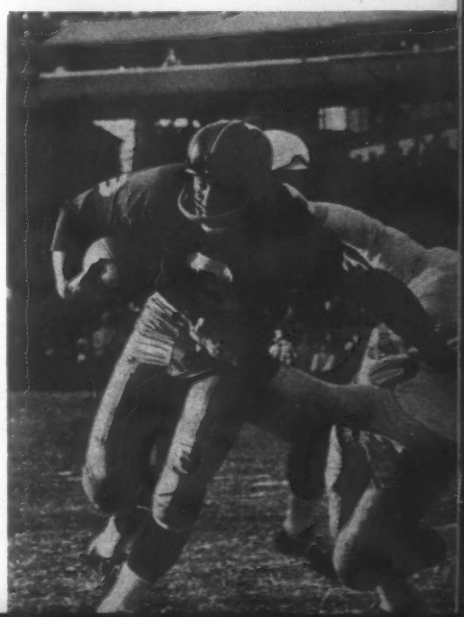
- Downfall of the champion Philadelphia (as predicted on all fronts).
- A new fight for power.
- The new team (Minnesota).
- A peak balance in the league with only three teams (Washington, Dallas and Minnesota) not conceded much of a chance to rank in the first division.
- Consistently high viewership promising top advertising exposure. (Nielsen figures showed the NFL title game had a 33.8% total audience and the AFL 32.8).

AFL Returns ▪ Meanwhile, the rival American League comes out for a second round, groggy after a costly "setting-up" year, but keenly fortified with cash provided by its 5-year, $11-million contract with ABC. While the league suffered heavy (but expected) financial setbacks in 1960, the $185,000 paid to each of the eight teams softened their respective deficits. In fact, AFL Commissioner Joe Foss says, they are doing business in 1961 solely by virtue of their television money.

But ABC has been more than a financial ally to the American Football League. The network has proved a masterful sales tool for the fledgling loop, selling it to the American public through heavy promotion, new wrinkles and a united effort. Its efforts were successful as AFL ratings climbed noticably during the second half of the season. In 1961, 39 regular season games and the championship tilt will be televised by ABC which will experiment with later starting times for the games.

On 15 Sunday afternoons (Sept. 10 to Dec. 17) two games will be tele-

Pro football consistently wins high ratings on television. High degree of skill of players, unpredictability of outcome and team loyalty all contribute to winning record audiences for the contests. Satisfied sponsors often stand in line for the privilege of presenting the games.



ONLY 1 KW AM TRANSMITTER

- FULL ACCESSIBILITY
  All tubes and components accessible through interlocked front and rear doors. No rear or side panels to remove. All components mounted on vertical panels.

- REMOTE CONTROL
  All required meter and control functions terminated at board to the rear. Motors built-in. Relays included for switching crystals, monitoring levels, and power cut-back.

- AUTOMATIC RECYCLING
  Circuit automatically recycles transmitter in event of overload or fault. Assures continuity for remote control operation!

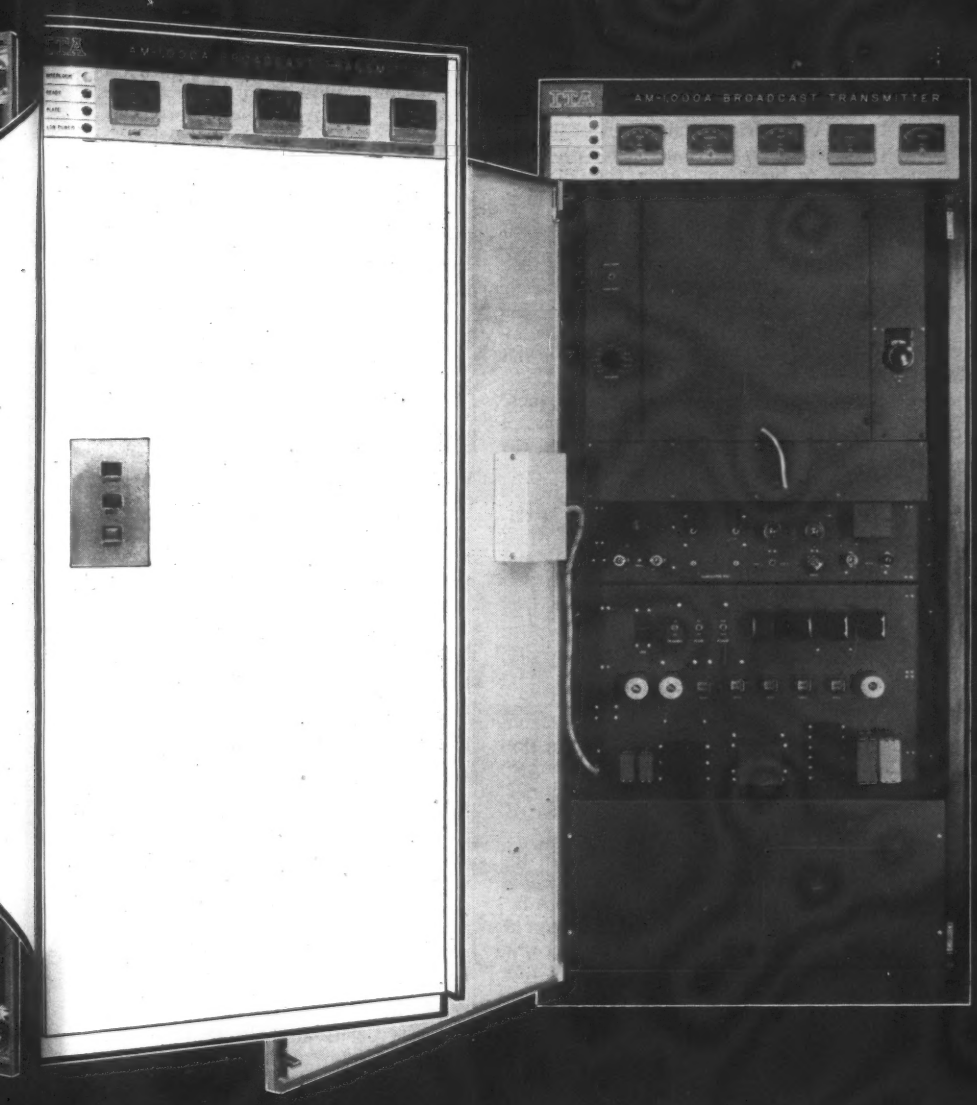
- HEAVY DUTY COMPONENTS
  All components rated well below maximum capability. Modulation transformer designed for distortion-free 30 cycle operation without affecting high frequency response.

FREE INSTALLATION SUPERVISION

No matter how you look at it . . . from its clean-cut exterior styling to the smallest, carefully engineered detail . . . ITA's AM-1000-A offers unique advantages. This 1000 watt transmitter has regulated filament and plate power supplies and uses silicon rectifiers throughout. Single control operation and the need for only three tube types make it easy to operate and maintain. What's more . . . these features are basic to the unit, not options added at extra charge!

Before you buy . . . think first of the ITA AM-1000-A. No other transmitter compares for long-life and dependable operation at low cost. Call your nearest ITA representative today. Or write directly to our main offices in Lansdowne, Pennsylvania.

R WITH ALL THESE FEATURES



- **REGULATED POWER SUPPLIES**
  Transformer regulated power supplies can operate with a 15% line variation. Filament regulation extends tube life.

- **SILICON POWER SUPPLIES**
  All power supplies use silicon rectifiers. Silicon rectifiers are included at no extra cost.

- **DUMMY LOAD**
  Built-in load permits pretuning before connection to antenna. Separately cooled, it safely dissipates full transmitter output in excess of 100% modulation continuously.

- **ONLY THREE TUBE TYPES**
  With only three tube types needed . . . inventories are reduced. Modern, field proven, economical 4-400A tetrodes are used in both PA and modulator stages.

ITA

ITA ELECTRONICS CORPORATION

BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA

ITA

ITA Sales Offices:

Chicago, Ill. AN 3-3797
Cincinnati, Ohio CH 1-6386
Dallas, Texas FL 7-9607
Jacksonville, Fla. EL 6-0121
Kansas City, Mo. GR 1-2838
Lansdowne, Pa. CL 9-8200
Los Angeles, Cal. MA 2-8552
New York City, N.Y. CH 2-1999
Portland, Ore. CA 2-2651
Washington, D.C. 337-2884

vised, one in the East and one in the West. Buffalo and New York meet on Thanksgiving Day. Last year 118 stations carried the AFL schedule, but ABC-TV is hopeful of increasing that figure this year to 135. The league will black out the four home games each Sunday and in addition will beam its games into 11 of the 14 NFL cities where it has no teams.

ABC Regional Plan ▪ Not adhering to its 1960 pattern of selling strictly national schedules, ABC is accepting regional buys. The sponsorship picture shapes up like this: Pabst Beer (through Kenyon & Eckhardt); Phillips Petroleum (through Lambert & Feasley); Carling Brewing (through Liller, Neale, Battle & Lindsay); Sinclair Oil (through Geyer, Morey, Madden & Ballard)—all have one-quarter regional sponsorships with Carling believed to be all or mostly in Texas. Autolite (through BBDO); Keystone Camera (through The Bresnick Co.) and Mobil Oil (through Ted Bates) all have purchased minutes on most of the telecasts. Pabst, Phillips, Carling and Sinclair all are repeaters from last year.

The later starting times will reduce by 25% direct competition with the NFL games on CBS. This year 12 games will begin after 3:30 p.m. EST, and six will run between 4:30 and 7:30. In 1960 about 25% of the games lasted until 7 p.m., none after 730.

Ignoring possible legal problems, ABC-TV two weeks ago signed a two-year $6-million package contract with the NCAA to televise 23 contests on 13 dates starting Sept. 16. (BROADCASTING, Aug. 14). NBC previously had held the rights to the NCAA games. Some 211 stations will carry the games with Gillette, American Oil, Humble Oil and R. J. Reynolds paying the tab.

NBC keeps in head in the football picture with most of the football plums —seven bowl games, the Pro Bowl Game, The National League Championship and Runnerup Games.

Beech-Nut NBC-TV buys

Beech-Nut Life Savers Inc., New York, has placed nearly $8 million worth of business with NBC-TV for the 1961-62 season. Young & Rubicam, Beech-Nut's agency, reported last week that the campaign will be the biggest in the company's history, embracing 931 commercial minutes for baby foods, fruit Stripe gum and Beech-Nut gums.

The nighttime schedule includes *1-2-3 Go, Bullwinkle, National Velvet; Thriller; Laramie, Dick Powell Mystery Theatre; Cain's 100; Bob Newhart; Outlaws; International Showtime; Detectives; Wells Fargo; Tall Man;* Saturday Night at the Movies; and *Jack Paar Show.*

Also included in the saturation campaign are eight daytime shows.

Networks, AAAA, SAG discussing 'wild spots'

Representatives of television networks and a committee of the American Assn. of Advertising Agencies have been meeting with officials of the Screen Actors Guild to try to find a solution to a growing problem relating to performers' commercial fees on network programs which offer time for local sales.

During the past few months, SAG has been insisting that since such a spot commercial is carried within the body of program, even though it is a local cut-away, it merits classification as a local program spot. The performers' rate on local programs is generally higher than for the so-called "wild spot," which is carried during station breaks between programs. SAG claims this rule has been in its contracts since 1955 but concedes it has not been enforced effectively.

The networks and agencies say these commercials are not an integral part of the show and should not carry the local program rate.

It was learned by BROADCASTING last week that at least two of the top advertising agencies have instructed their media buyers for the time being not to purchase time on network programs sold locally.

Four still in running for citrus ad account

The number of agencies in the running for the Florida Citrus Commission account has been reduced to four of the original seven with the withdrawal of BBDO and Gardner Adv. (BROADCASTING, Aug. 21).

Still retaining their candidacy in the competition for the $3 million account are Campbell-Ewald Co., Grant Adv., Lennen & Newell and Benton & Bowles, which has held the account for the past six years. J. Walter Thompson Co. was the first agency to drop out because of company policy.

The competitive presentation to the commission by the remaining agencies takes place Oct. 11-12. Chairman Key Scales Jr. called a special meeting of the 12-man group for Aug. 25 to discuss plans. He promised a "thorough and frank" discussion of ground rules and other matters pertaining to the presentation.

Business briefly...

Nutri-Bio Corp., through Stammco Inc., Los Angeles, will sponsor the first 15 minutes of *Love that Bob* (reruns of the Bob Cummings show) on ABC-TV Mon.-Fri., 11:30 a.m.-12 noon, starting Sept. 4. Budget of approximately $500,000 will be spent for the tv promotion of the company's line of vitamins, minerals and proteins.

Martinson Coffee Co., Div. of Beech-Nut Life Savers Inc., New York, will use spot tv this fall in one of the New York area's most concentrated advertising campaigns for a regular coffee. It was announced Wednesday (Aug. 23) that Martinson will have approximately 40 one-minute and 20-second spots per week on four New York City tv stations, plus print ad schedules. Agency: Grey Adv., New York.

Minute Maid, Div. of Coca-Cola Co., New York, will sponsor *Tournament of Roses Parade* on NBC-TV Jan. 1, 1962 (11:30 a.m.-1:45 p.m., NYT), for the eighth consecutive year. Agency: Ted Bates & Co., New York.

Rayco Mfg. Co., New York, will launch a 52-market spot tv drive next month, with frequency ranging from 5-25 announcements per week in each market, for its new line of tires, batteries, brakes and wheel alignments. All Rayco products will be promoted on radio, with 73 stations in 59 markets airing a saturation spot schedule. Agency: Mogul Williams & Saylor, New York.

General Electric Educational Projects, Utica, N. Y., has bought one minute per week of NBC-TV's *Watch Mr. Wizard* (Sat., 12:30-1 p.m. EDT) from Sept. 30 to Christmas week. Agency: Young & Rubicam, New York.

Motorola Inc., and **John H. Breck Inc.** will co-sponsor a CBS-TV two-hour special, *The Power and the Glory,* Oct. 29 (9-11 p.m., EST). Agencies: Leo Burnett Co., and Reach, McClinton & Co., respectively. [CLOSED CIRCUIT, Aug. 21].

Dutch Masters Cigar Co., New York, will sponsor seven Ernie Kovacs specials on ABC-TV next season, first one to be presented Sept. 21, (10:30-11 p.m. EDT). Agency: Erwin Wasey, Ruthrauff & Ryan Inc., New York.

W. A. Sheaffer Pen Co., Chicago, has purchased participations in NBC-TV's *Jack Paar Show* and *The Today Show* with heaviest concentration in September, November and December. Agency: BBDO, Chicago.

Agency appointments...

▪ Aarben Pharmacal Co., Chicago, has named Geyer, Morey, Madden & Ballard, western division, Chicago, as its agency for new product developments to be announced shortly. Norman J. Phelps was appointed creative supervisor of the account and John H. Stilwell, account executive and supervisor. Aarben Pharmacal is a division of The Wander Co., Chicago.

▪ United Tours Inc. has appointed Grant Adv., New York. Media plans

BE A PENNY PINCHER OF DISTINCTION!

Look at KTVU!

You get a lot more—for a lot less—when you buy this San Francisco Bay Area station. The lowest rates.

Excellent availabilities in prime time, or in high-rated shows that are just right for your sales message.

A clean run for your money with no forced combinations—no triple spotting.

The most attractive discounts in the Bay Area.

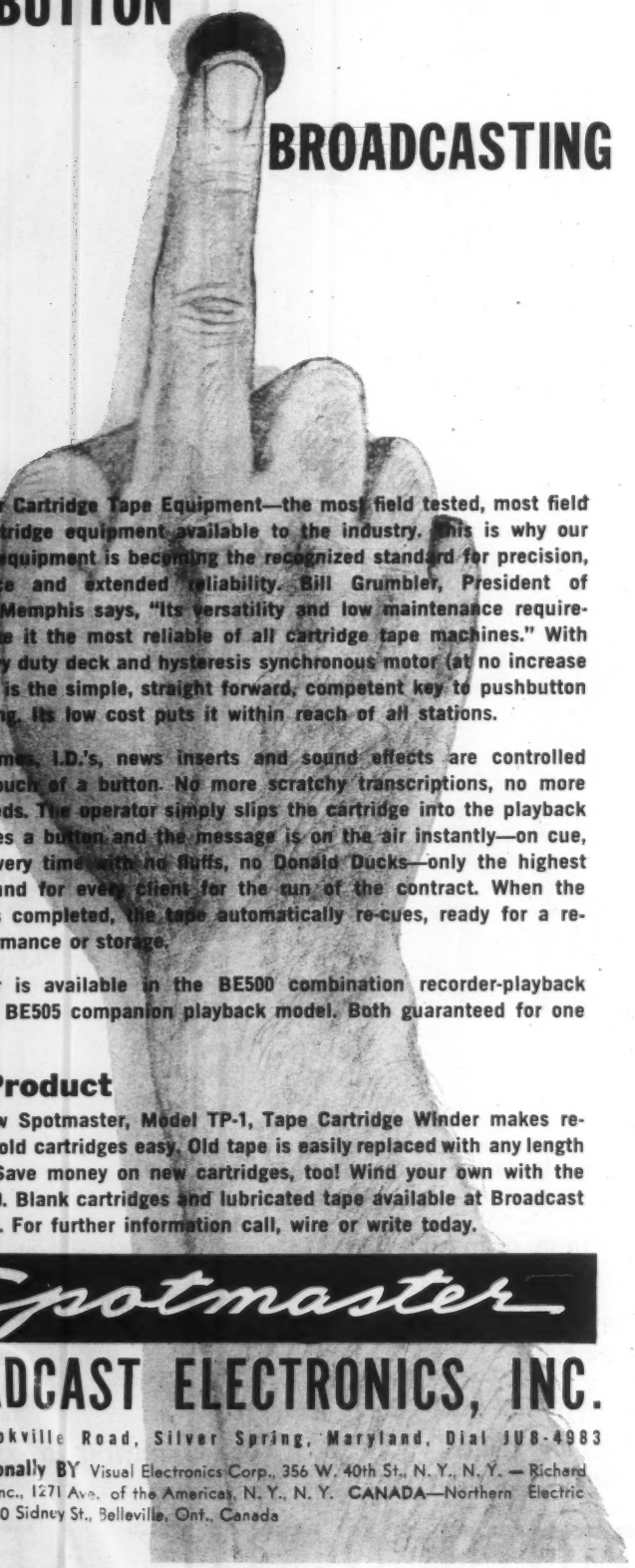
Phone KTVU or H-R Television Inc. and tell us what you want. Then make your own comparison.

KTVU
CHANNEL 2

SAN FRANCISCO • OAKLAND
One Jack London Square, Oakland 7, California

SAN FRANCISCO BAY AREA

PUSHBUTTON BROADCASTING



Spotmaster Cartridge Tape Equipment—the most field tested, most field proven cartridge equipment available to the industry. This is why our 500 series equipment is becoming the recognized standard for precision, performance and extended reliability. Bill Grumbler, President of WHHM in Memphis says, "Its versatility and low maintenance requirements make it the most reliable of all cartridge tape machines." With a new heavy duty deck and hysteresis synchronous motor (at no increase in price) it is the simple, straight forward, competent key to pushbutton broadcasting. Its low cost puts it within reach of all stations.

Spots, themes, I.D.'s, news inserts and sound effects are controlled with the touch of a button. No more scratchy transcriptions, no more wrong speeds. The operator simply slips the cartridge into the playback slot, presses a button and the message is on the air instantly—on cue, on time, every time with no fluffs, no Donald Ducks—only the highest quality sound for every client for the run of the contract. When the message is completed, the tape automatically re-cues, ready for a repeat performance or storage.

Spotmaster is available in the BE500 combination recorder-playback model and BE505 companion playback model. Both guaranteed for one year.

New Product

The all new Spotmaster, Model TP-1, Tape Cartridge Winder makes rewinding of old cartridges easy. Old tape is easily replaced with any length you wish. Save money on new cartridges, too! Wind your own with the TP-1! $89.50. Blank cartridges and lubricated tape available at Broadcast Electronics. For further information call, wire or write today.

Spotmaster

BROADCAST ELECTRONICS, INC.

8800 Brookville Road, Silver Spring, Maryland, Dial JU8-4983

Sold Nationally BY Visual Electronics Corp., 356 W. 40th St., N. Y., N. Y. — Richard H. Ullman, Inc., 1271 Ave. of the Americas, N. Y., N. Y. **CANADA**—Northern Electric Co. Ltd., 250 Sidney St., Belleville, Ont., Canada

are not yet definite.

▪ Gordon Baking Co., Detroit (Silvercup bread), appoints Grant Adv., Chicago, effective Nov. 10, to handle its advertising and public relations. Principal markets are in Detroit, New York and Chicago. Approximate budget of $500,000 will be aimed primarily at radio, television, trade publications and newspapers.

Rep appointments...

▪ WQXQ Daytona Beach, Fla.; WTID Norfolk, WHBG Harrisonburg, and WELK Charlottesville, all Virginia; and the Radio Alabama Network: Hal Walton Assoc., New York.

▪ WAIR Winston-Salem, N. C., and KGGF Coffeyville, Kan.: Weed Radio Corp., New York.

▪ WWOK Charlotte, N. C.: Forjoe & Co., New York.

▪ WECT-TV Wilmington, N. C.: Select Station Representatives, New York. Select also reports it wil become exclusive national rep on or before Nov. 1, of four stations it has previously represented only regionally. The stations are WXEX-TV and WLEE Richmond, Va.; WHIS-AM-TV Bluefield, W. Va., and WITH Baltimore. Select has opened an office in Chicago under Irwin W. Unger. Address is 333 N. Michigan Ave.

C&W recovers some with new account

Cunningham & Walsh Inc., New York, troubled by client defections in recent months, reversed the trend last week and bounced up as the new agency for Salada-Junket Div. of Salada-Shirriff Horsey, an international food company headquartered in Toronto. The switch is effective Sept. 26. The account, estimated at $2 million, has been with Doyle Dane Bernbach, New York, for the last two years.

Salada-Junket produces Salada Tea and Junket Rennet-Custards, Quick Fudge Mix, Freezing Mix, Sherbet Mix and Danish Desserts. C&W is also the agency for a number of other food accounts, including College Inn Food products, Contadina Foods, Kitchens of Sara Lee (cakes), Sunshine Biscuits and Grocery Store Products Co.

Ad plans for Salada-Junket have not been established. C&W had its first orientation meetings with the client last week. The Salada-Junket Div. is located in Woburn, Mass. John W. Colpitts, is advertising manager.

Between January and June of this year, C&W's losses included Texaco, Sears Roebuck, Revell Inc. and Smith-Corona, which billed a total of more than $20 million.

KTBS-TV GOES ALL-AMERICAN

NOW IT'S ABC ALL THE WAY!

Beginning September 3, KTBS-TV, Shreveport, Louisiana becomes an exclusive affiliate of the American Broadcasting Company. KTBS-TV is proud to join the ALL-AMERICAN ABC family which sets the trend for programs Americans prefer. With this new association, KTBS delivers unduplicated network coverage in America's 68th TV market and the only exclusive ABC programming in its coverage area of 326,500 TV homes with 1,504,369 people in 58 counties covering the four states of Louisiana, Texas, Oklahoma and Arkansas.

KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA

Stay with
KTBS-TV FOR THE ALL-AMERICAN HABIT
of successful sales.

THE KATZ AGENCY, INC.
National Representatives

E. Newton Wray, Pres. & Gen. Mgr.

Radio's still indomitable, study finds

POLITZ-CHRISTAL SURVEYS ADD PROFILE TO AUDIENCE MEASUREMENT

One of the most solid boosts radio has received from audience research in almost a decade is beginning to emerge from a series of surveys which themselves set new patterns for audience measurement.

The surveys were conducted by Alfred Politz Media Studies, a widely recognized independent research organization, on behalf of five stations represented by the Henry I. Christal Co. They steer clear of the conventional ratings approach to audience measurement and undertake to (1) document the size and nature of radio audiences generally and (2) provide a qualitative as well as quantitative analysis of the audiences of the underwriter-stations.

Although detailed breakdowns were still in tabulation last week, these highlights were already evident (respondents in all cases were 15 years of age or older):

▪ From 98% to 99% of the persons interviewed said they have working radio sets in their homes (CLOSED CIRCUIT, Aug. 14; for further details also see box on this page). This is approximately 10% more than the much-challenged preliminary estimates given out by the U. S. Census Bureau a month ago (BROADCASTING, Aug. 7).

▪ From 97% to 98% of the people said they listen at some time during an average week, and the majority listen day in and day out. Approximately two-thirds said they tune in seven days a week, and another 15% to 20% listen at least six days out of seven.

▪ Tune-in is constant from one day to the next. More than nine out of ten listen on any given weekday; on Saturday the figure is about nine out of ten and on Sunday a little more than eight out of ten.

▪ Not surprisingly, so-called "morning drive time," from 7 to 9 a.m., gets the biggest tune-in. At least three out of four persons said they listen at some time during this period. But subsequent day-parts—set up to conform to those generally used by advertisers and agencies—also attract audiences whose size and constancy may surprise buyers who insist that their commercials be slotted within the drive-time span.

▪ In each of the 3 three-hour segments following 7-9 a.m., tune-in was found to be at least on a par with that recorded in this peak two-hour period —that is, within any subsequent three-hour daytime period the audience is equal to and in most cases greater than the total for the two hours between 7 and 9. There is some drop-off after 6 p.m. and more after 8 p.m.; even so, almost one-half said they listen between 8 and 10 p.m. at some time during the week, and one-third reported listening between 10 p.m. and midnight.

▪ Listening outside the home—in cars and other places—is considerably higher than past research has indicated. The home is still No. 1: more than nine out of ten listen there. But half of the people said they also listen in cars ,and one-fourth said they listen in other out-of-home locations.

▪ By sex and age group, listening appears to hew closely to general population patterns. Females dominated by 1% or 2% among the listeners just as they do in the general population in the markets involved; similarly, different age groups were represented among the listeners in approximately the same proportion that they are represented within the total population.

▪ Respondents' music preferences run heavily to the popular category, with full orchestrations of the Kostelanetz-Mantovani type getting a slight edge over the limited orchestrations of the Shearing Quintet-Three Sons type. Folk music (country, western, etc.), classical-concert and rock-and-roll followed in that order in most markets.

▪ In response to the frequently used "rumor of war" research question, seven out of ten persons said they would turn on their radio sets to verify a report that war had broken out. This figure compares with less than one out of ten designating the second most preferred source (television).

Although the studies relate primarily to radio and radio audiences, television received a secondary benefit: from 94% to 98% of the people said their homes were tv-equipped and 14% to 21% said their homes have two or more sets—figures indicating a considerably higher degree of tv accessibility than those issued a few weeks ago by the Census Bureau, which pegged tv saturation at about 89% of all homes.

Fm Data ▪ Fm did not fare quite so well. From 23% to 33% of the respondents said their homes have fm. This compares with unofficial but widely accepted general industry estimates that one-third of the nation's homes are fm-equipped.

The Politz-Christal studies are based on more than 1,000 personal interviews in each of the five markets where the sponsoring stations are located. The stations and markets are WGY Schenectady, WBEN Buffalo, WJR Detroit, WTIC Hartford and WTMJ Milwaukee.

The interviews—with one person in each household—were supplemented by listening diaries kept by the individual to show when, where and to what stations he listened throughout one week. The diaries, like the interviews, dealt only with the listening habits of the individual, not those of other members of the household. The individuals were all at least 15 years of age. The survey sample was drawn by generally accepted research techniques to represent the entire coverage area of each station (except coverage areas outside the continental U. S.).

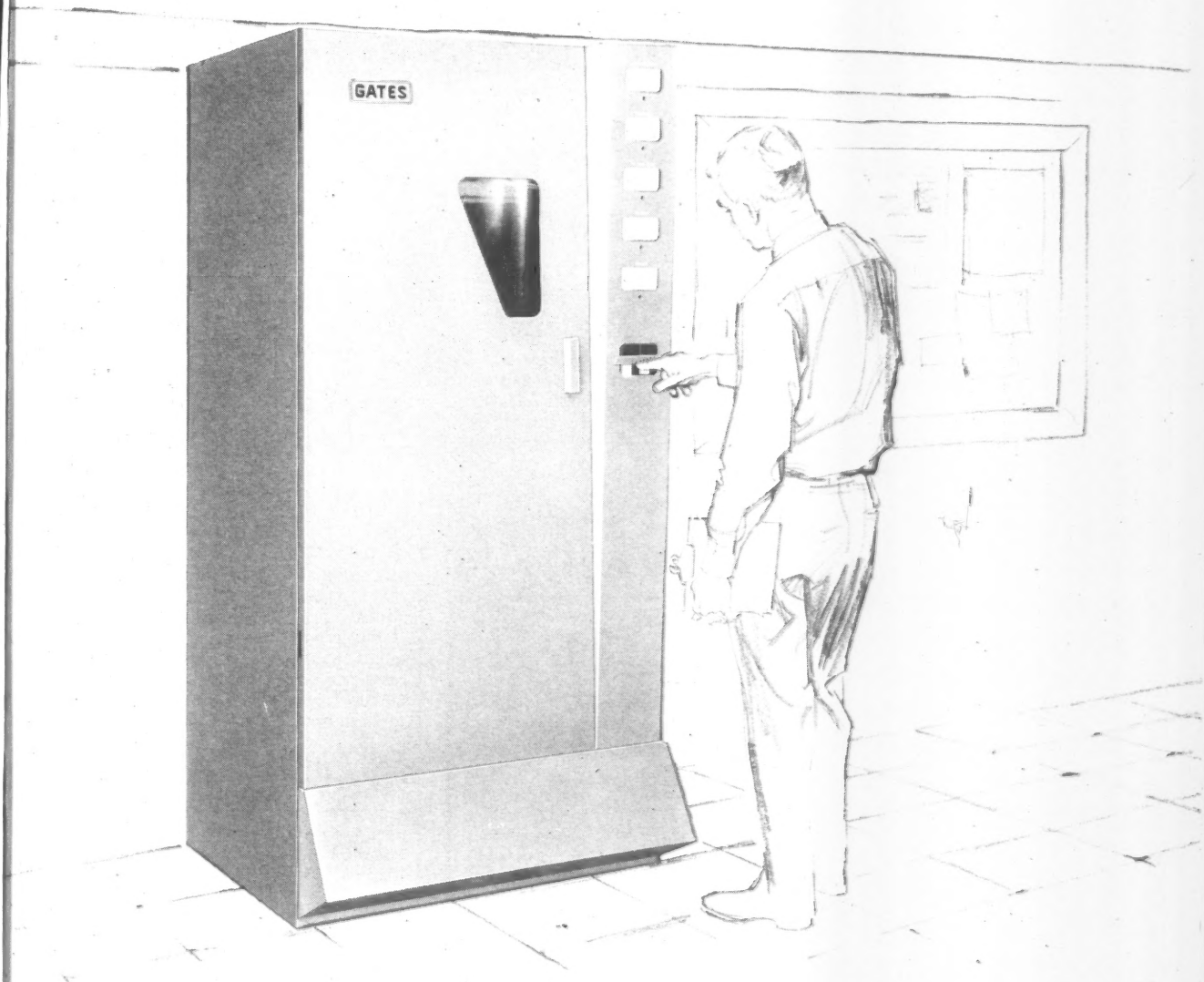
In announcing the study, Christal company officials stressed that it represents a departure from conventional program ratings research in several

CHARACTERISTICS OF AREAS MEASURED (by markets)

	Detroit %	Hartford %	Milwaukee %	Schenectady %	Buffalo %
Total adult population	100	100	100	100	100
Population living in households with at least one radio	98	99	98	99	98
Population living in households with at least two radios	62	60	65	67	67
Population living in households with more than two radios	29	26	32	28	36
Population living in households with FM radio	31	31	33	23	28
Population living in households with at least one automobile	90	83	87	85	82
Population living in households with more than one automobile	26	26	21	19	18
Population living in households with at least one car equipped with radio	73	72	70	66	69
Population living in households which have at least one television set	96	95	96	94	97
Population living in households which have at least two television sets	21	14	16	20	18

4 OUT OF 40 REASONS WHY the GATES BC-1T is chosen by more Class IV stations than any other one kilowatt transmitter manufactured today. ■ *Convenience.* Flip one switch to change power and audio level for either local or remote control. ■ *Efficiency.* You efficiently reduce power to 250 watts by changing the primary voltage of the plate transformer. No power consuming voltage dropping resistors are used. ■ *Economy.* Longer tube life by hundreds of hours as plate voltage for 250 watts is reduced at both power amplifier and modulator tubes. Saves on utility bills too. ■ *Accurate in-built dummy antenna* that will not change characteristics at 100% modulation permits FCC required performance proofs without burning midnight oil. Also quick problem isolation when transmission line or antenna loading problems occur.

Let us give you the 36 other reasons why this is the best selling 1KW transmitter in America. Write today for Brochure No. 99 – yours for the asking.



GATES **GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

HARRIS INTERTYPE CORPORATION

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C. In Canada, CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

ways and is comparable to ratings systems in none. Among the distinguishing features they cited:

1. The survey's "universe" is the subscribing station's comprehensive coverage area, not a city or limited metropolitan area.

2. The study deals with individuals, not households, and hence can be used to develop "reliable breakdowns by sex, age and socio-economic status" which are "vital for a medium as personalized as 1961 radio, particularly with the growth of multiple sets and out-of-home listening."

3. Listening is measured "wherever it occurs," to get "the true dimensions of the 'companion medium.' "

4. The survey samples were far larger than those normally employed for program ratings.

5. Listening data is cumulated for the entire week, with each day divided into nine specific time periods designed to be most useful for advertisers and agencies.

6. The interview-plus-diary technique makes it possible to get qualitative attitude information as well as quantitative data on listening.

Audience 'Profiles' ▪ Instead of ratings, the studies will be used to develop "profiles" of the audience of each of the subscribing stations. This information—now being compiled and expected to be ready for distribution shortly—will include for each market details on the kinds and numbers of people who listen to radio generally and to the subscribing station in particular in the course of an average week; places and times of day that this listening occurs, and audience awareness of the qualitative attributes of the subscribing station in terms of programming and service to listeners and to the community at large.

Nor will the information be used as ratings are used: it will be designed to give advertisers and agencies a clearer picture of radio generally and of the subscribing stations specifically, but presentations based on it will not include competitive data directed against other stations.

This preoccupation with de-emphasis of ratings stems from the stations'—and the Christal Company's—long-standing policies against the use of ratings in presentations to agencies and advertisers. It thus pre-dates the recent wave of criticism, led by FCC Chairman Newton Minow and NAB President LeRoy Collins, of so-called over-emphasis on ratings.

Christal officials also said that although the study was planned before the issuance of the so-called Madow Report to Congress on audience-research techniques, its concept was such that most of the major recommendations of the Madow Report could be incorporated in the final report to be issued on the surveys.

The Politz and Christal organizations have been associated in a number of major radio research studies. Probably the best known is one conducted in 1953 which pioneered in the large-scale measurement of "people" rather than "homes" and found that, even in the areas of heaviest tv saturation, radio was regarded as an "indispensable medium" (BROADCASTING, July 27, 1953, *et seq*).

Nighttime radio has 45 million, RAB says

A new Radio Advertising Bureau nighttime radio study reveals an average audience of 45 million adults, and, the bureau declares, "The figure would be far higher if projected to cover the average week."

The RAB report, called "An In-Depth Study of Nighttime Radio," is termed the most comprehensive study of nighttime radio in recent years. It is based upon some 2,500 personal interviews among adults of both sexes in 125 U. S. locations.

Among the differences between nighttime radio listeners and non-listeners, pointed out in the report:

Adult listeners of nighttime radio have a higher income than non-listeners; the audience is more heavily male than female, and listeners spend less time with nighttime tv than non-listeners—making them a more difficult target for the nighttime tv advertiser.

The research project showed that 20% of all Americans spend more time at night with radio than with tv—an average of two hours, 22 minutes with radio against one hour, 49 minutes with tv.

The report includes a special set of tables, analyzing age, income, area of residence, sex, family size, employment and the amount of time spent listening to nighttime radio.

TvQ raises fees Oct. 1

TvQ, Port Washington, N. Y., qualitative rating service, is increasing its agency-subscriber fees effective Oct. 1. Agencies which sign contracts before that date, however, will enjoy current rates.

Agency clients billing over $20 million annually in network tv time and talent will pay $9,850 if they sign after Oct. 1, as against the present rate of $7,850 for the first year; agencies with $15-$20 million billings will pay $9,350 (against $7,850); those with $10-$15 million billings, $8,850 (against $7,350); agencies with $7.5-$10 million, $8,350 (old rate, $6,850); $5-$7.5 million, $6,850 (against $5,350); and under $5 million, $4,850 (old rate, $3,350).

WAVE-TV viewers buy
28.8% more AUTOMOBILES

—and 28.8% more tires, batteries, anti-freeze and other supplies, of course!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

All these cigarettes and cigars are spotted on the Channel 11 air. Result: Pittsburghers are smoking up a storm. How does <u>your</u> brand stack up?

BEL AIR
EL PRODUCTO
KENT
KOOL
MARLBORO
MURIEL
NEWPORT
OLD GOLD
PARLIAMENT
PHILIP MORRIS
RALEIGH
VICEROY

CHANNEL
WIIC 11

The eyes of Pittsburgh

Represented nationally by Blair-TV

Videotape expanding to triple capacity

Videotape Productions of New York Inc. is implementing an expansion program involving an expenditure of more than $1 million and covering the tripling of studio facilities, a 50 percent increase in personnel, and the purchase of new equipment.

John Lanigan, vice president and general manager of the company, released details of the expansion project today (Aug. 28) and attributed the move to an upswing in business during the past two years. He said that the number of national spot tv advertisers producing taped commercials at the company's facilities had doubled during the past year and now includes more than 50 top advertisers.

The Big Move ▪ The first step in Videotape Productions' expansion effort, Mr. Lanigan said, will be the move to new studios at 67th St. and Columbus Ave. during the weekend of Sept. 15-18. The company has leased the new facilities from NBC and they will provide the organization with 300 percent more space than at its present space at 208 W. 58th St., he reported.

The company's new Videotape Center will have three completely equipped tv studios, each with its own control room. Mr. Lanigan noted that the largest, measuring 70 by 80 feet, has a balcony seating 199 persons. Four of the latest Ampex videotape recorders will be installed at the new plant, he said. Other equipment available to Videotape Productions includes improved Marconi Mark IV camera chains and devices enabling the company to utilize Intersync, an electronic technique which permits instantaneous optical mixing of unrelated pieces of tape.

Personnel will be increased by 50% from 45 to 65 employes, according to Mr. Lanigan. He said most additions will be in production and creative areas.

Busy Year ▪ The decision to expand, he said, was made after "a complete study of the potential of the tape industry." In the past year, he pointed out, videotape productions had serviced many national spot clients in tape, the latest of which include Westinghouse Electric Co., Smith-Corona, Marchant Inc., Lever Bros. Liebmann Breweries, Pan American Coffee Bureau, Bristol-Myers Co., Fedders Corp., Gerber Products Co., Lestoil, Thomas J. Lipton Inc., Goodman's Noodles and El Producto Cigar Co.

The company's study, he added, indicated there would be a large volume of business in tape commercials this year and for the future, and prompted Videotape Productions to launch the move involving additional capital expenditures and increased overhead.

NBC News sales 'best ever'—Durgin

All of the regularly scheduled NBC News programs for the 1961-62 season will be sponosored, and the sponsorship position of the unit's special program is the "best ever," Don Durgin, vice president of NBC-TV network sales, reported last week.

Purchasers of news specials include: Gulf Oil, Purex, the Bell System, Westinghouse, Du Pont, Elgin and Lincoln-Mercury. The list of regularly-scheduled NBC news programs and sponsors:

Monday-through-Friday—*NBC News Day Report* (12:55-1 p.m.), General Mills; *NBC News Afternoon Report* (4:55-5 p.m.), Mogen David Wine Corp.; *Huntley-Brinkley Report* (6:45-7 p.m.), Texaco Inc. and R. J. Reynolds Tobacco Co.

Sunday—*Chet Huntley Reporting* (5:30-6 p.m.), Mutual of Omaha; *1,2,3-Go* (6:30-7 p.m.), Quaker Oats and Beech-Nut Life Savers.

Wednesday—*David Brinkley's Journal* (10:30-11 p.m.), Douglas Fir Plywood Assn. and Pittsburgh Plate Glass.

Friday—Frank McGee's *Here and Now* (10:30-11 p.m.), Gulf Oil.

Saturday—*Update* (12-12:30 p.m.), Helena Rubenstein.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Aug. 17-23 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Aug. 17	**Untouchables** (9:30 p.m.)	ABC-TV	21.9
Fri., Aug. 18	**77 Sunset Strip** (9 p.m.)	ABC-TV	19.6
Sat., Aug. 19	**Gunsmoke** (10 p.m.)	CBS-TV	23.2
Sun., Aug. 20	**What's My Line?** (10:30 p.m.)	CBS-TV	20.9
Mon., Aug. 21	**Concentration** (9:30 p.m.)	NBC-TV	18.1
Tue., Aug. 22	**Playhouse 90** (9:30 p.m.)	CBS-TV	17.9
Wed., Aug. 23	**U. S. Steel Hour** (10 p.m.)	CBS-TV	18.4

Copyright 1961 American Research Bureau

Lanin's legacy

"There is no hour of the day and no corner of the land in which these spirited messages cannot be heard," say the notes for a new record album, *Lester Lanin Plays the Madison Avenue Beat.*

Mr. Lanin has arranged 58 commercials as foxtrots, rhumbas and sambas for big band music, making it possible to cha-cha while hearing the virtues of Newport cigarettes, Dust 'n' Wax and Barbasol.

Minute Maid, Snow Crop appoint McCann agencies

The Minute Maid Division of Coca-Cola Co., New York, last week named McCann-Erickson Inc., New York, as agency for its line of frozen, concentrated juices. The billing is estimated at $4 million, of which 75% is in network and spot television.

Minute Maid also announced that McCann-Marschalk has been appointed to handle advertising for its Snow Crop brand of frozen juices, which bills approximately $2 million. Approximately 40% of the budget is in spot television.

Both appointments are effective Dec. 31. Minute Maid is handled by Ted Bates Inc., New York, and Snow Crop by Kastor, Hilton, Chesley, Clifford & Atherton Inc,, New York. McCann-Erickson and McCann-Marschalk are separate but wholly-owned domestic companies of Interpublic Inc.

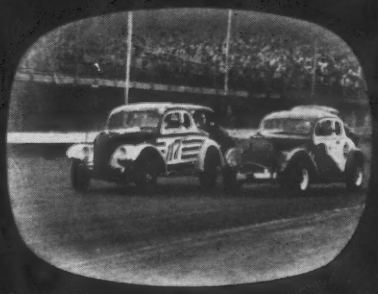
Del Wood gets Monarch

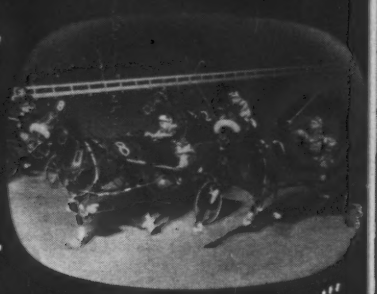
Monarch Wine Co., Brooklyn (Manischewitz table wines and other wines under the Monarch label), has appointed Del Wood Assoc. of New York and Hollywood as advertising agency. The barter account was previously with Grant Adv., New York.

In announcing acquisition of the new account, Charles J. Weigert, executive vice president of Del Wood, noted the appointment of Harold Balk, formerly with Guild, Bascom & Bonfigli Inc., New York, to handle the Manischewitz and Monarch business.

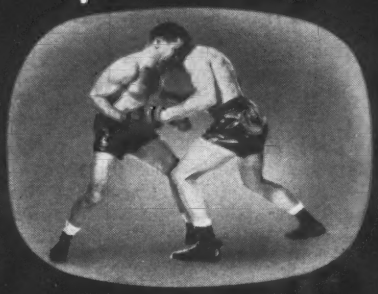
Del Wood's billings now are near $6 million, representing both print and broadcast barter advertising for a dozen clients.

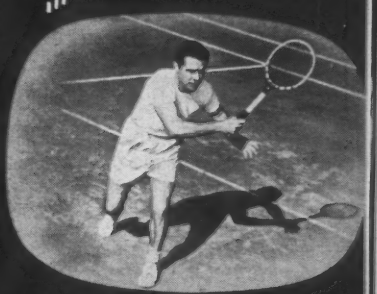
Del Wood is reported to hvae an inventory of several million dollars worth of time, and Monarch expects to buy as much time as possible out of this inventory. Del Wood gives tv stations films or merchandise in exchange for air time which in turn is sold to advertisers.

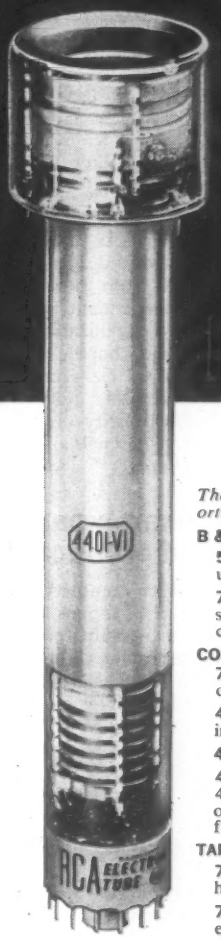




NOW...Night TV Pickup Without Special Lighting







Broadcast-quality pickup at light levels never before possible with supersensitive RCA-4401V1 image orthicon

"Amazing" is the way broadcasters describe the sensitivity of the RCA-4401V1! This is the image orthicon that enabled many stations to move into profitable new fields of evening programming—such as outdoor pickup of sports, concerts, special events—that previously required costly, complex special lighting! Truly the solution to remote nighttime pickup problems, the 4401V1 actually produces a normal broadcast quality picture with illumination of only 10 footcandles on the subject itself with a lens opening of f/8.

RCA The Most Trusted Name in Television

The 4401V1 is but one of the broad RCA family of specialized imag orthicons. Others include:

B & W TELECASTING (3" CAMERA TUBES)

5820A New version of the 5820 for B & W studio and outdoor pick up is destined to be the "standard" of broadcasting.

7293A A field-mesh image orthicon having an image section de signed to prevent highlight ghosts. Field mesh-design to improv corner focus and prevent porthole effects.

COLOR TELECASTING (3" CAMERA TUBES)

7513 Features special precision construction and RCA field-mes design for high quality color and B & W pickup.

4401 For low-light-level colorcasting—studio or outdoor. Availabl in matched sets of three for maximum performance.

4415 For studio pickup of color at B & W light level.

4416 Set of three tubes consists of two 4415's and one 4416. Th 4416 has increased blue sensitivity. Both types have advantage offered by precision construction and field-mesh design. Primaril for studio application at light levels from 50 to 200 footcandles

TAPE RECORDING (4½" CAMERA TUBES)

7295A A field-mesh image orthicon with high resolution and ver high signal-to-noise ratio. For tape and B & W studio use.

7389A A superior-quality field-mesh design image orthicon, wit extremely high signal-to-noise ratio, for tape and exceptionally high quality B & W studio pickup.

Whatever your station's requirements or special problems, there's a RCA Image Orthicon designed to meet them. For information i specific types, see your local RCA Industrial Tube Distributor.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

National Videotape Productions Inc., 36 W. 44th St., NYC 36

Eastman Chemical (Fabrics), two 60s, live, tape. William Duryea prod. mgr. Agency: Doherty, Clifford, Steers & Shenfield; George Lawrence prod. mgr.

F&M Schaefer Brewing Co. (Schaefer Beer), three 60s, live, tape. A. deCaprio prod. mgr. Agency: BBDO; Lou Georgaras prod. mgr.

General Electric Co. (industrial), one 60, live, tape. A. deCaprio prod. mgr. Agency: BBDO; Karl Fischer prod. mgr.

Leukemia Society of America, six; 60s, 30s, 20s, live, tape. William Duryea prod. mgr. Agency: Fallaince Productions; C. Vincent prod. mgr.

Procter & Gamble (Dash), one 60, live, tape. William Duryea prod. mgr. Agency: Dancer-Fitzgerald-Sample; David Davidow prod. mgr.

Wilen Wine, Stella D'Oro (Wine, Bakery Products), six; 60s and 10s, live, tape. William Duryea prod. mgr. Agency: W. B- Doner; Murray Firestone prod. mgr.

Raymond Scott Enterprises Inc., 140 W. 57th St., NYC 19

Autolite Motorcraft Div., Ford Motor Co. (Autolite Products), six 60s, film. Charles Barclay prod. mgr. Agency: BBDO; John Chapin a.e., Bernie Haber prod. mgr.

Robert Lawrence Productions, 418 W. 54th St., NYC 19

General Tire Co. (Tires), two 50s, live, film. Roy Townshend prod. mgr. Agency: D'Arcy; Joe Felice prod. mgr.

Kimberly-Clark (Kleenex, Delsey), four 60s, live, film. Doris Reichbart prod. mgr. Agency: Foote, Cone & Belding; Barney Palmer prod. mgr.

Ward Baking Co. (Tip Top Bread), one 60, one 20, one 10, live, film. Doris Reichbart prod. mgr. Agency: Grey Adv.; Jay Kacin prod. mgr.

Westinghouse (appliances), two 90s, live, film. Jerry Jacobs prod. mgr. Agency: McCann-Erickson; Hal Mathews prod. mgr.

Transfilm-Caravel Inc., 445 Park Ave., NYC 22

Consolidated Cigars (Muriel Cigars), ten 60s, two 20's, live, film. Agency: Lennen & Newell.

Chesebrough-Pond's Inc. (Vaseline Hair Tonic), one 60, live, film. Agency: Norman Craig & Kummel.

Cluett, Peabody & Co. (Arrow Shirts), three 60s, live, film. Agency: Lennen & Newell.

Ford Motors Co. (Comet, Mercury), six 60s, live, film. Agency: Kenyon & Eckhardt.

General Motors (Buick), eight 60's, live, film. Agency: McCann-Erickson.

Hagan Chemical & Controls Inc. (Calgon), one 60, live, film. Agency: Ketchum, MacLeod & Grove.

U. S. Steel Co. (institutional), one 135, live, film. Agency: BBDO.

ABC-TV news show used to promote new movie

An unusual development in the advertising of motion pictures on television was announced last week when Columbia Pictures revealed it will promote a new production, "The Devil At 4 O'Clock," on ABC-TV's *Evening Report* news program (Mon.-Fri., 6-6:15 p.m.). The production will be advertised for one month, starting Sept. 25 on an alternate daily basis. The cost will be approximately $250,000.

Walter Weir, chairman of the executive committee of Donahue & Coe, the agency that handled the purchase, said, "This is not the first time a motion picture company has employed television to promote its product; however, it is the first time it has co-sponsored a show which brings us a long way from the time, not so many years ago, when Hollywood considered even a 20-second spot a wholly unnecessary payment of tribute to the enemy."

New tv publicity firm

To provide a more flexible publicity set-up and one more readily adaptable to the changing needs of an advertising agency and its clients, Young & Rubicam, Hollywood, has turned the publicizing of its tv shows over to H. Blake Chatfield and Jean Shanley, who have resigned from the agency to open their own independent public relations and publicity organization on Sept. 1. The pair will handle publicity for *Hennesey, Mrs. G. Goes to College, Top Cat* and other assignments from Pat Hogan, publicity director, of Y&R Hollywood. They will also handle other non-Y&R clients.

VPI/Monarch partnership to speed production

A pair of tv commercial production firms located at opposite coasts have formed a partnership for a new service aimed at improving the speed and quality of New York advertising agencies' production in Hollywood of filmed commercials. Called VPI/Monarch Inc., the new organization's parent companies are VPI Productions Inc., New York, and Monarch Films Inc., Hollywood.

Officers of the joint operation are: Edwin T. Kasper, president of VPI Productions, is president; James H. Chapin, president of Monarch, and George Tompkins, executive vice president of VPI, are executive vice presidents of VPI/Monarch.

P&G plans tv 'salute' to dental profession

The Procter & Gamble Co., Cincinnati, has purchased an hour show on CBS-TV Feb. 6 (8:30-9:30 p.m.) through its agency, Benton & Bowles, New York. Commercial time on the show (about six minutes) will be used for messages about Dental Health Week and the program itself will be turned over by P&G to the American Dental Assn.

It's reported the show in terms of purchase is worth some $350,000 in air time, talent fees and production costs (Henry Fonda, master of ceremonies; theme, the American family; produced in Hollywood by Bud Yorkin and Norman Laer).

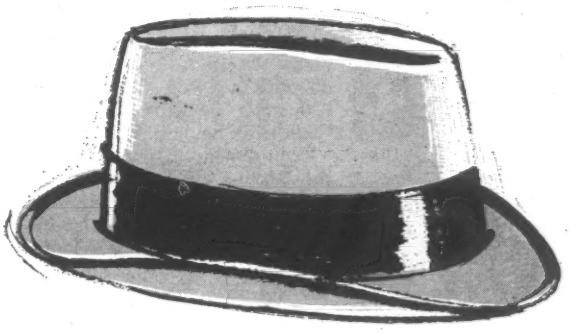
Two announcements on the program will note it was made available as a "salute" to the dental profession through the courtesy of P&G, "maker of Crest toothpaste."

ADA Recognition ▪ Crest about a year ago was recognized by ADA as an effective anti-caries dentifrice when used in a program of oral hygiene and regular professional care, and is the only toothpaste brand so recognized. An ADA spokesman in Chicago, who confirmed the air-time purchase, emphasized that although ADA had endorsed some of the ingredients used in Crest, the program benefaction was to no advantage to P&G or its product and would be devoted to public service.

Also in advertising...

New market ▪ Waterloo, Cedar Rapids and Dubuque, all Iowa; and Rochester and Austin, both Minnesota, are part of a "new, important and burgeoning midwestern market." This is the gist of a new station study released by Avery-Knodel Inc., New York station representative. Subject of the study is "KOMBO-TV" which comprises KWWL-TV Waterloo-Cedar Rapids, Iowa; and KMMT (TV) Austin, Minn. Both stations, nationally represented by Avery-Knodel, are sold together as one buy, on one rate card and with one billing.

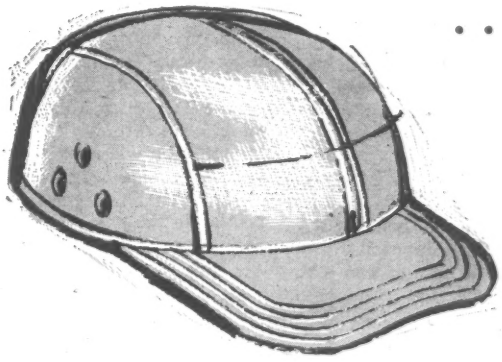
Infant firm ▪ New York and Detroit offices of Marketing Strategy Inc., a new organization in the market and consumer research field, have been opened. Eugene L. Reilly, formerly vice president of Trendex Inc., and Robert W. Bledsoe, associate director of marketing and research at D. P. Brother & Co., are MSI's officers. The research firm, which plans to open an office in Los Angeles early this winter, is located at 35 W. 53rd St. in New York and at 824 Fisher Bldg. in Detroit.



Both their hats . . .

"Now that the unfortunate fifteen-day strike by our 'mechanical employees' is behind us, I want you to know that the prompt, full and impartial news reporting by all media in the Metropolitan area impressed us as responsible journalism at its best. This kind of news coverage that gave the public all the facts promptly made the task easier for those of us who bore the brunt of maintaining a vital public service. WWDC, as usual, had a prominent role in this full and impartial news coverage of the events."

DONALD S. BITTINGER, President
Washington Gas Light Company
Washington, D. C.



. . . are off to us!

"Local No. 63, International Chemical Workers Union, AFL-CIO, wishes to express its appreciation to you and your very fine staff for services rendered during the strike against the Washington Gas Light Company. We found your staff very courteous, and they handled the news situation very fairly. It is unfortunate when disputes between employer and employee must be placed before the public, but in such cases it is a credit to your industry when it is presented as you have done. Thank you again for your very fair handling of this situation."

FRANCIS J. TEBBS, President
Local Union No. 63, ICWU

. . . *the station that keeps people in mind*

We've talked to you in this space before about our editorials. We use them to take a stand on issues that we believe call for comment, *after all the facts are in and weighed.*

Our *newscasts* are something else again. Here we let the developments—*all* the developments—speak for themselves. We don't slant in tone. We don't bury in unprime time. We never pass judgment on events as they are happening. Instead, we pass the *news* along to our listeners—as full, as fresh and as factual as possible. The letters above indicate that we do a pretty balanced job of it.

Keeping *people* in mind is a 24-hours-a-day occupation with us. It explains why we're far and away *first* in Washington, D. C. radio ratings—and the *station* for you to keep in mind.

WWDC *Radio Washington*

Member of the Blair Group Plan

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

WARNING ON HARD LIQUOR

Magnuson, Pastore say radio-tv must reject such ads or Congress will take remedial steps

Broadcasters were bluntly warned last week to reject hard-liquor advertising or face the consequences of "appropriate legislation."

The warning came from two senators who have as much to say about broadcasting legislation as anyone on Capitol Hill—Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and John O. Pastore (D-R.I.), chairman of the Communications Subcommittee.

Their views were expressed in a letter to NAB President LeRoy Collins. They said they were disturbed by rumors and reports that "certain large distilling companies plan to use broadcast facilities to advertise hard liquor."

A Philadelphia distiller, Publicker Industries Inc., has already begun an advertising campaign involving radio and tv stations (BROADCASTING, Aug. 21).

The senators recalled that it has been "generally agreed that this type of advertising should not be permitted" and that the industry, "as an indication of its good faith," adopted provisions in its code barring the acceptance of hard-liquor advertising.

"We applauded the industry for this approach because it was consistent with our view that self regulation is more desirable than legislation."

Legislation Will Be Ready ▪ But, they added, "We stand ready to move ahead with appropriate legislation in the event self-regulation proves to be ineffective." They also said they will ask the FCC to consider the type of advertising broadcast by a licensee at renewal time.

The letter called on Gov. Collins to relate what steps the industry is taking to abide by its code and to give his view on whether there is any "substance" to the liquor-advertising reports.

There may be, however, little NAB can do, at least as far as the Publicker account is concerned. NAB officials have said that, so far as they know, no NAB members or code subscribers are taking the Publicker business.

Sens. Magnuson and Pastore said it would be "foolhardy" for broadcasters to permit the no-liquor-advertising ban to become meaningless "in these trying times, with criticism of the broadcasting industry mounting—particularly in the programming field."

The public interest, convenience, and necessity is not being served by beaming hard-liquor advertising into the American home, they said, adding:

"While we are well aware that broadcast licensees are all anxiously looking for new sources of revenue, we never believed that they would be so lacking in their sense of public responsibility as to even consider the broadcast of liquor advertising."

CBA calls program forms 'unnecessary burden'

The Community Broadcasters Assn. has told the FCC that the agency's proposed new programming forms will place an "unusual and unnecessary burden" upon CBA members, who operate primarily in small markets with restricted income and personnel.

Robert T. Mason of WMRN Marion, Ohio, president of the association, sent a CBA resolution to the FCC asking that the comment deadline, presently Sept. 7, be extended so that "appropriate negotiations" can be held. CBA said that a modernized renewal form, which will provide the commission with adequate information, can be adopted through the cooperation of the industry and the FCC.

"There is debatable value, debatable legality and substantial question as to the implications involved in the proposed interrogatories . . ." as presently drafted, CBA said. Community Broadcasters numbers among its members over 200 Class IV stations throughout the country.

Rep. Michel snipes again at Minow over ch.8 Moline

Rep. Robert H. Michel (R-Ill.) returned to the attack last week against the FCC's action in the Moline, Ill., ch. 8 case.

The commission voted to instruct the staff to prepare documents making the vhf grant to Moline Tv Corp. This has been attacked by other applicants on the grounds that Moline Tv Corp. made no study of the needs of the community. Rep. Michel blasted FCC Chairman Newton N. Minow last month for holding that such a study is a requirement in one case, but not in the Moline case (BROADCASTING, July 31). He claimed that Mr. Minow was swung to favoring Moline Tv Corp. because of past political association with one of that applicant's principals. Mr. Minow replied by revealing he abstained from voting in this case.

Mr. Michel charged that Mr. Minow should not have even sat on the oral argument.

As part of his statement, Mr. Michel had printed in the *Congressional Record* the speech of W. Theodore Pierson at the Northwestern U. Law School seminar in Chicago earlier this month (BROADCASTING, Aug. 7). The Illinois congressman pointed out that Mr. Pierson attacked Mr. Minow for his views on the FCC's jurisdiction on programming, even through Thomas N. Dowd, Mr. Pierson's law partner was the attorney for Moline Tv Corp.

Mr. Pierson's speech was also reprinted in the *Congressional Record* by Sen. Jack Miller (R-Iowa).

Still negotiating

The FCC indicated last week that it is still working out jurisdictional problems with the Federal Aviation Agency over who has final say-so on the height and placement of tv towers. The FCC issued public notice establishing interim policies to be followed pending final settlement of the agencies' differences.

Fuqua drops litigation over bid for WNCT (TV)

A $1 million breach of contract suit by J. B. Fuqua against Carolina Broadcasting System Inc. was withdrawn last week.

Mr. Fuqua claimed he had a contract to buy Carolina Broadcasting's WNCT (TV) Greenville, N. C., and its 30% interest in WECT (TV) Wilmington, N. C., for $2,445,000. Mr. Fuqua originally asked $500,000 damages on the ground that the directors of Carolina Broadcasting failed to submit his offer to their stockholders; when the stockholders rejected this bid, Mr. Fuqua doubled his claim of damages.

A federal judge in Washington, N. C., allowed the suit to be withdrawn with prejudice. This means the action cannot be revived. The court ordered Mr. Fuqua to pay all the costs.

At the present time there are two offers for the Greenville property; one by Roy Parks of Ithaca, N. Y., is for over $2.5 million, the other, by Mr. Fuqua, tops that although the figure is not available.

There are no negotiations now underway for the Greenville property, Earl McD. Westbrook, president of Carolina Broadcasting, said last week. He said he didn't think there would be any negotiations for at least 30 to 60 days.

This Fall in Birmingham

19 OF THE TOP 20 SHOWS* WILL BE ON WAPI-TV

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- ★ CHECKMATE
- ★ RED SKELTON
- ★ CANDID CAMERA
- ★ I'VE GOT A SECRET
- ★ RAWHIDE
- ★ JACK BENNY
- ★ BONANZA
- ★ DUPONT SHOW
- ★ DENNIS THE MENACE
- ★ TO TELL THE TRUTH
- ★ (SYNDICATED)
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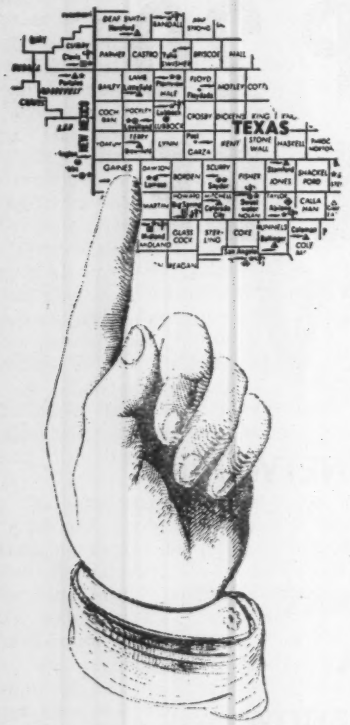

*All figures are unduplicated by any W.T.T.N. stations. Ref.: Sales Management 1961 Survey.

west texas
television
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W. D "Dub" Rogers, President and Gen. Mgr.

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

SECRECY PEEVES PASTORE

Senator sees need for presidential committee to determine how spectrum should be carved up

Congressional frustration at the secrecy in which the military shrouds the use of its share of the broadcast spectrum erupted last week in the person of Sen. John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee.

He said a presidential committee should be created with authority to determine what frequencies the military is actually using and whether any can be turned over to non-government use.

He made the recommendation while presiding at a hearing on a proposal (S. J. Res. 32) to create a special five-member commission to study the way the spectrum is allocated between government and non-government users.

At the witness table at the time was Fred C. Alexander, director of telecommunications of the Office of Civil and Defense Mobilization. He had just finished saying that administration of the spectrum is a coordinated effort between OCDM, representing the President, and the FCC, which has authority over the non-government uses of the spectrum.

FCC Unhappy ▪ But the FCC has complained about government secrecy, Sen. Pastore said. "And when we try to find out about government use of the spectrum, the door is slammed in our face—we can't go any further."

When Mr. Alexander said the FCC "prefers not to know" about "certain highly classified uses" to which some military frequencies are put, Sen. Pastore said, "shouldn't there be an independent agency to go into this . . . which would be helpful to the president, the FCC and Congress?"

He said he thinks it might be proper for the committee to ask the President to consider the appointment of "a public-spirited committee to determine whether the government frequencies are being properly used."

Many things cannot be discussed publicly, Sen. Pastore acknowledged, "but a definitive answer should be arrived at so we can get optimum use of the spectrum." He said he would rather have the President than Congress appoint the special committee since the President has the ultimate responsibility.

No Comment ▪ Mr. Alexander declined to comment on Sen. Pastore's suggestion, declaring that it is a matter for presidential consideration. But another government witness, Francis Colt deWolf, of the State Dept., feels the need for such an independent agency.

Mr. deWolf, who is chief of the department's telecommunications division, said an overall planning unit, with authority over both the government and non-government aspects of the spectrum, would be helpful.

He also thought the resolution introduced by Sen. Vance Hartke (D-Ind.) to create a five-man commission to make a six-month study of spectrum problems "would not be a bad approach" to the creation of the super unit.

Additional support for the creation of an overall spectrum authority came from Donald C. Beelar, counsel for Aeronautical Radio, Inc., a communications agency of the aviation industry.

Lamb's Share ▪ He estimated that the FCC's share of the spectrum "has dwindled to less than 30%," with the remaining 70% government-controlled. And about 40% of the spectrum, he said, is "exclusively government and totally withdrawn from citizen use." He blamed the FCC for not standing up to the demands of the government agencies for spectrum space.

There exists no authority, no agency, and no procedure for determining claims between a government agency and industry for access to the radio spectrum, or for determining the feasibility of shared access to any portion of the radio spectrum, he said.

The aviation industry is bitter over the FCC's action, taken at the request of the OCDM and its Interdepartmental Radio Advisory Committee, denying the airlines permanent use of the 8800 mc band for dopplers, a new aircraft navigational aid. The decision was announced after the FCC had already begun issuing licenses for airborne dopplers on the 8800 frequency.

Ready for Geneva ▪ Although the various government witnesses generally steered clear of direct comment on Sen. Pastore's proposal for a spectrum watchdog committee, all agreed unequivocally that the U. S. will be fully prepared for the proposed special International Telecommunications Union conference in Geneva in 1963. The purpose of the conference will be to allocate frequency bands for space activities.

Admiral M. E. Curts, director of telecommunications for the Defense Dept., said he feels the U. S. will be better prepared for the 1963 conference than for any previous international telecommunications meeting.

Philip J. Farley, a special assistant

to the Secretary of State, said the government has not yet decided whether 1963 should be confirmed as the date for the ITU conference. The determining factor will be how well prepared the administration feels it is to make "useful proposals," he said.

The subcommittee, which is also looking into the U. S. space satellite policy, heard a Defense Dept. official urge that all communications systems, including satellites, be considered as instruments of national policy.

Modern Concepts Needed ▪ Dr. Harold Brown, department director of defense research and engineering, said the government should formulate communications policies in the light of 1961 developments.

He also said the Defense Dept. expects to conduct its Project Westford test within the next few weeks. The test involves placing a belt of 500 million tiny metal reflectors in orbit around the earth. Radio signals will be bounced off the reflectors, each one-third the thickness of a human hair and about three quarters of an inch long.

James E. Webb, administrator of the National Aeronautics and Space Administration, outlined the agency's future space communications plans, including the launching of an experimental satellite that will probably be the forerunner of the ultimate space system.

The satellite, being built by Hughes Aircraft Corp. of Culver City, Calif., will be placed in an equatorial orbit 22,300 miles above the Earth. The satellite would travel at the same speed as the earth's rotation and, therefore, would appear to hover in one spot. Three such satellites, it is believed, would be able to relay television, telegraph and telephone signals to most of the inhabited regions of the globe.

Negotiating ▪ Mr. Webb said NASA is negotiating a $4 million contract with Hughes to construct three of the satellites.

The Justice Dept. assured the subcommittee, as it has a number of other congressional committees, that it would guard against the domination of the coming space communications system by any one company.

ABC, AMST tangle on comments deadline

ABC suggested to the FCC last week that the Assn. of Maximum Service Telecasters had requested at least six months' extension of the deadline for comments on deintermixture and drop-ins in selected markets for the sole purpose of delay. ABC asked the agency to deny the request.

ABC said it could understand AMST's concern with the overall proceeding on the utilization of uhf and

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agreed that perhaps preparing comments on that docket would require more than two months. But the network said it thought two months was enough time for the cases of individual deintermixed markets or those to receive a third vhf channel. ABC said it was "by no means clear" why AMST should concern itself with the individual cases. The network claimed that AMST had given its views on substandard-mileage drop-ins and deintermixture in other proceedings.

AMST responded that the network's opposition should not be considered because it was not filed in time. Aside from that, the opposition is without merit, the association said. ABC failed to refute AMST's reasons for requesting the extension, AMST charged, calling the network filing "an unjustifiable attack" which AMST "will not dignify with a point-by-point rebuttal." Two months is inadequate time to prepare comments on such complicated problems as deintermixture and drop-ins though these questions were studied under other circumstances in the past, AMST maintained.

WISC-TV Madison, Wis., ch. 3, which has been marked by the FCC proposal to move to a uhf channel, last week asked the FCC to extend deadline for comments to Jan. 15, 1962 with replies due 60 days thereafter.

HILL SHOWS APATHY AT FTC PLIGHT

Congress seems unlikely to give agency injunction power

Legislation to give the Federal Trade Commission new temporary cease-and-desist powers appears doomed for this session of Congress, at least.

The House Commerce Committee last week held two days of hearings on the proposal, took testimony from only three of the 20 witnesses scheduled to appear, then adjourned the proceedings indefinitely.

And indications were the commitee, headed by Rep. Oren Harris (D-Ark.), will not resume the hearings until January. The committee has a heavy schedule for the remainder of this session, and the attitude of the members indicated they were not eager to give the legislation special consideration.

The proposal would empower the FTC to issue temporary cease and desist orders pending completion of proceedings against a company accused of violating federal trade laws. The orders could not be issued until a hearing had been held, but would be backed up by the courts, which would direct compliance. Violators would be subject to contempt of court penalties.

The witnesses who testified were authors of similar bills giving the FTC the temporary cease and desist authority—Reps. Wright Patman (D-Tex.), chairman of the House Select Small Business Committee, James Roosevelt (D-Calif.) and Tom Steed (D-Okla.).

Time Important ▪ They argued that unless the FTC is permitted to issue stop orders without waiting for the completion of lengthy proceedings, the "survival" of small business would be jeopardized. The damage of some illegal practices, such as fraudulent advertising campaigns, would be done before the FTC could act, they said.

"A large number of FTC cases are pending from six to ten years," Rep. Roosevelt said. "Small business cannot afford these delays." He said the FTC should have the power to stop clear violations pending final disposition of a complaint.

Committee members, however, while praising the objectives of the legislation, expressed reservations. Rep. John Flynt Jr. (D-Ga.) felt the proposals lacked sufficient safeguards for those against whom the FTC might act. And Rep. Samuel L. Devine (R-Ohio) said the FTC, under the legislation, would become "the judge, jury and prosecutor."

One of the witnesses on whom time range out was FTC Chairman Paul Rand Dixon, who has said the commission needs the new authority to do its job of promoting competition and curbing unfair practices.

Opponents of the legislation, such as the Advertising Federation of America, regard the legislation as unconstitutional and unnecessary. The AFA view is that the FTC already has all the weapons it needs to combat unfair practices. The AFA's general counsel, John J. Ryan, was also on the committee's witness list.

Election legislation approved by Senate

The Senate Committee on Rules and Administration has approved two pieces of legislation affecting federal political campaigns. One would require fuller disclosure of campaign financing, raise the legal spending ceiling and grant tax credits of up to $10 for political contributions. The other

Grid officials on Hill today

Four top sports officials will testify before the House Antitrust Subcommittee today (Monday) on legislation that would authorize professional teams to negotiate package tv contracts with the networks.

Witnesses are not expected from the networks, according to a subcommittee aide. NAB will be represented, however, by Vincent T. Wasilewski, executive vice president-elect. The Justice Dept. is expected to submit a statement.

The witnesses who will testify are Commissioners Pete Rozelle and Joe Foss, of the National and American Football Leagues, respectively; Ford Frick, baseball commissioner; and Walter Byers, executive director of the National Collegiate Athletic Assn.

The bill (HR 8757) was introduced by Subcommittee chairman Emanuel Celler (D-N.Y.), in the aftermath of a court decision voiding the two-year contract the NFL had negotiated with CBS-TV (BROADCASTING, July 24).

It would permit professional football, baseball, hockey and basketball leagues to negotiate group contracts without fear of violating the antitrust laws.

A similar bill has been introduced in the Senate by Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust and Monopoly Subcommittee. According to a report late last week, the Kefauver subcommittee might act on the bill (S 2427) without holding any hearings.

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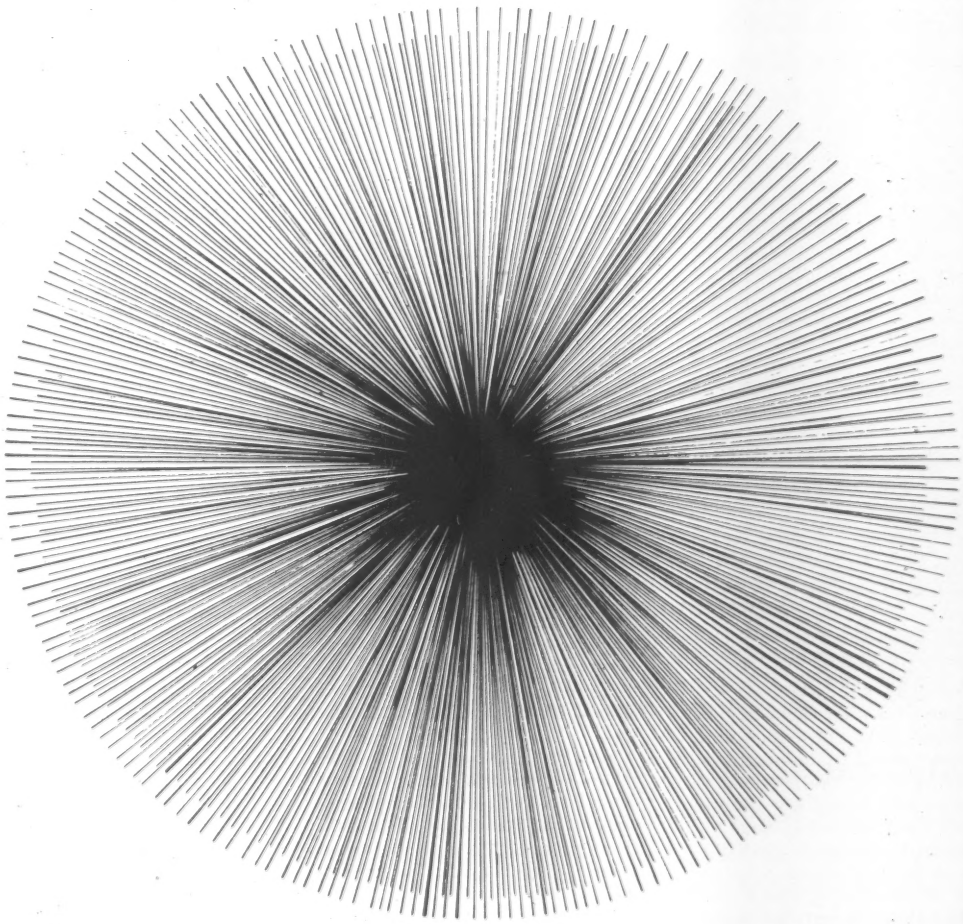


United States Steel USS

(S Res. 141) would put the Senate on record as favoring shorter presidential campaigns.

The full disclosure bill would require political committees operating in two or more states to list the name and address of each contributor of $100 or more and report expenditures of $100 or more. The present $3 million ceiling on spending by national committees would be raised to about $14 million for presidential candidates and to about $50,000 and $12,500, respectively, for candidates for senator and representative. The income tax credit would amount to one half the political contribution, up to a $10 maximum.

The resolution, which would have no legal effect, would put the Senate on record as urging the political parties to hold their presidential nominating conventions after Labor Day. National nominating conventions now are held as early as July.

Santa Fe's ch. 2 asked by KOAT-TV

KOAT-TV Albuquerque last week asked the FCC to assign ch. 2 (now at Santa Fe) to Albuquerque or that the two cities be considered a hyphenated market. The ch. 7 station said it is applying for a shift to ch. 2 with transmitter site planned for Sandia Crest Mountain, 14 miles northeast of Albuquerque and 43 miles west of Santa Fe. KOAT-TV said its move is occasioned by Thunderbird Entertainment Enterprises' application, which seeks the same transmitter site for Santa Fe. KOAT-TV feels that assigning the site to a Santa Fe outlet would cause unfair competition and asks a hearing on who should be granted the site.

Alfred E. Anscombe, who holds a construction permit for ch. 56 Binghamton, N. Y., asked the FCC to assign ch. 34, now unused in Wilkes Barre, Pa., to Binghamton and indicated he would apply for it.

NAB agrees on stl

The NAB told the FCC last week that it agreed with the commission's proposal to permit broadcasters to use studio-transmitter links for either am, fm or tv audio—notwithstanding present allocations to individual services.

The proposal was issued last month and comments were due Friday Aug. 25.

NAB suggested, however, that the commission spell out multi-program intercity use of a relay channel and specify the fact that am and fm as well as tv could be used on one frequency. This will help many am stations, particularly in remote areas, NAB said, by making it economically feasible for them to receive network programs, thus improving their service to the public and reducing operating costs.

THE RUNT AT FEDERAL TROUGH

Broadcasters feel bypassed after defense meeting

Broadcasters who attended the annual Defense Communications Seminar in Washington last week are at home now, still bemused by a couple of federal government projects that leave them feeling they're holding the dirty end of the stick.

Item: The U. S. is planning to spend up to $60 million to subsidize electric power companies in the purchase and installation of tone generators and associated equipment in the NEAR program. NEAR stands for National Emergency Alert Repeater, a device which is plugged into an electric power outlet in the home, factory or office. It is triggered into a loud buzz by a subaudible tone transmitted from electric power stations over power lines.

Item: The Department of Defense has authorized $125,000 for a study of the feasibility of extending the telephone alerting system, now used by the civil defense organization, into other areas of civilian life, including radio and tv stations.

What miffs broadcasters is that they have been spending their own money in the Conelrad and defense emergency network projects, with no financial assistance from any government agency. Broadcasters, it is estimated, have laid out $10 million in the last decade for these projects.

Several suggestions were offered during the meeting of the National Industry Advisory Committee (NIAC) that some plan be inaugurated to permit broadcasters to borrow money at low-interest, long-term financing to purchase needed equipment for the defense programs—including such items as stand-by generators and bomb shelters.

Other problems brought up at the sessions involved accreditation for key station employes so they can reach their transmitter or studio assignments in the event of an emergency, and arrangements for broadcasters to acquire surplus government equipment, available and needed in the Conelrad and defense network activities.

No Censorship ▪ White House News Secretary Pierre Salinger told the broadcasters there was no intent to invoke censorship when President Kennedy suggested that editors weigh more carefully the publication of news affecting the national security. The President made these suggestions last April in speaking to the American Society of Newspaper Editors and the American Newspaper Publishers Assn. conventions.

The meeting also heard reports on transmission standards for the Conelrad attention signal, the national teletype alerting system, a stand-by script for broadcasting stations, use of standard radio stations for simultaneous broadcast and point-to-point teletype channels.

Other reports were made on the activities of the North American Air Defense Command, Strategic Air Command, Defense Communications Agency, weather warnings to the public, guided missiles, and computer-controlled communication systems.

The two-day meeting was sponsored by NIAC and the FCC. FCC Commissioner Robert T. Bartley, defense commissioner, presided, alternate defense commissioner Robert E. Lee was the second day moderator.

Amateur scholarship

Commissioner Robert T. Bartley presented the first John Gore Memorial Scholarship, a $250 grant sponsored by members of 17 amateur radio clubs in the Washington-Baltimore area, to Alexander F. Burr in a ceremony at the FCC Aug. 21. The FCC said it is the first award of the kind.

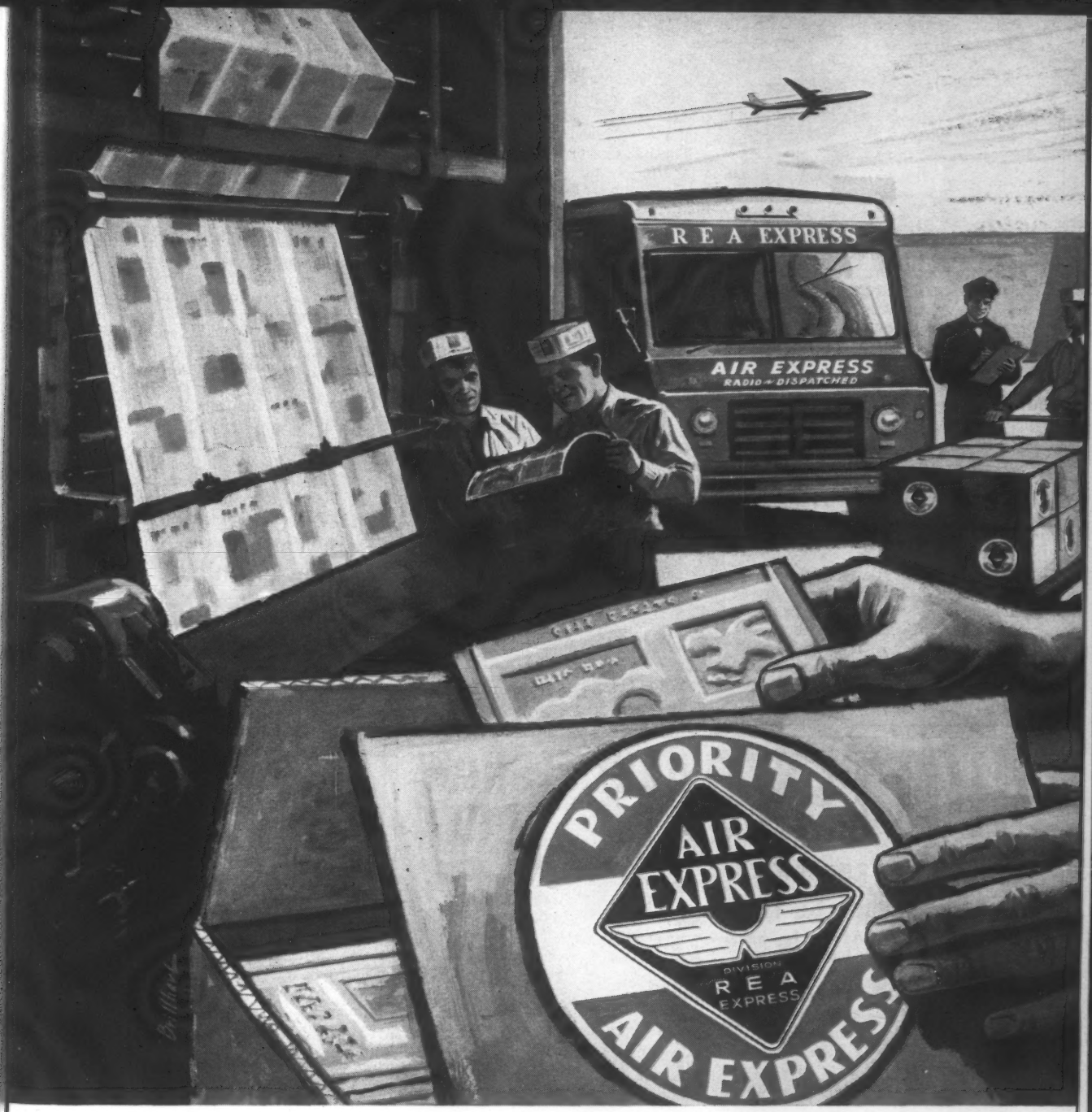
Mr. Burr holds three FCC licenses—a general class amateur license (K3NKX), a second class commercial license and a citizen's band license. He is a student at Johns Hopkins U., Baltimore, where he is working toward a doctorate in physics. During the summer he instructs in physics at Drexel Institute, Philadelphia.

The award was named for a past president of the Foundation for Amateur Radio who died last year.

Government briefs...

Anti-destruction measure ▪ The House Judiciary Committee has approved a bill already passed by the Senate to broaden the federal law against destruction of communications facilities. The bill (S 1900) provides penalties of up to $10,000 fine, 10 years imprisonment, or both. The legislation was introduced following the dynamiting of several microwave relay stations in the West earlier this year.

English taught by tv ▪ The U. S. Information Agency will use television to teach English in Latin America, the Near East, Far East and Africa. The agency will start the program, consisting of a series of 26-minute shows, in September. It said the areas selected contain 11 milion television sets.



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FCC reorganization plan goes to Kennedy

Two months after the House resoundingly rejected President Kennedy's FCC reorganization plan (BROADCASTING, June 19), Congress last week completed action on its version of how the revamping should be done. The measure, which now goes to the President for his signature, is designed to accomplish the President's objectives of streamlining the FCC but is tailored to meet the objections of the plan's opponents.

Final action came on Tuesday (Aug. 22). Without further discussion, the House approved the bill (S 2034) first, then sent it to the Senate, which cleared it for the White House. The legislation is a compromise, worked out by a House-Senate conference committee (BROADCASTING, Aug. 21), between slightly different versions passed earlier by the two chambers (BROADCASTING, July 31 and Aug. 7).

It will permit the commission to delegate adjudicatory functions to an individual commissioner or a panel, or to lesser employes, and to exercise discretion in granting review. As a result, say the bill's backers, the commission's work will be speeded up and the commissioners will be able to devote more time to important policy matters.

Missing from the bill is the additional power the President's plan would have given the FCC chairman.

The bill was drafted by the FCC itself after being prodded into action by Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee (BROADCASTING, May 29). Sen. Pastore introduced the bill in the Senate, and later a similar measure was sponsored in the House by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

Court backs commission ruling on am grant

The U. S. Court of Appeals last week in a 2-1 decision upheld an FCC grant on grounds that the court felt it should not substitute its judgment for that of the commission. Dissenting, Judge Warren E. Burger claimed the FCC had not given sufficient weight to certain factors.

Three companies sought 1320 kc in the same locality—WFMD Frederick, Md., for unlimited time at Gettysburg, Pa.; WGET Gettysburg to shift from 1450 kc unlimited to 1320; Price Broadcasters Inc. for a new daytime station in Frederick.

The FCC reversed the hearing examiner's initial decision that the need for a second service in Frederick exceeded the need for either a second station at Gettysburg or for improving WGET's facilities. The commission decided it was more important that even a comparatively small number of persons in the Gettysburg area receive a primary nighttime and supplemental daytime service than that a larger number of Frederick residents get additional daytime service. It further found that WGET was superior to WFMD "in virtually every area of standard comparative consideration."

Judges John A. Danaher and Walter M. Bastian felt the FCC had shown "ample basis" for its decision. Judge Burger held that since the FCC chose WGET over WFMD because of the latter's "present inadequacies . . . to provide adequate service to [Frederick]," the FCC exposed the need for another service in Frederick, which was conceded to have a more rapidly expanding population than Gettysburg.

Rep. Walter gives Murrow clean bill

In the book of Rep. Francis E. Walter (D-Pa.), chairman of the House Un-American Activities Committee, there's nothing to link Edward R. Murrow, former CBS newsman and current U. S. Information Agency director, with Communism.

Rep. Walter conveyed this reassuring information to Rep. Morris K. Udall (D-Ariz.), who had asked him for the "facts" on Mr. Murrow, Chief Justice Earl Warren and Mrs. Eleanor Roosevelt.

Rep. Walter said that a check of the records, files and publications of his committee reveals no records on Mr. Murrow. He also said that he does not believe there are sufficient grounds to impeach Chief Justice Warren and that Mrs. Roosevelt, though "sincere and patriotic," had given unwitting aid to "Communist-dominated organizations."

New interest-conflict questioned in Boston

Massachusetts Bay Telecasters last week suggested that the FCC investigate conflict-of-interest questions involving a second stockholder in Greater Boston Tv Corp., rival applicant with MBT for Boston's ch. 5.

MBT said Dan Huntington Fenn has gone to work for the executive branch of the government and that Mr. Fenn is public affairs and special events director for Greater Boston and has agreed to buy 2,500 shares of the applicant for $2,500 down plus $22,500 in installments. MBT said Mr. Fenn's activities should be checked in view of the President's conflict-of-interest order.

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KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WKYW Louisville, Ky.
WNAC Boston, Mass.
KABC Los Angeles, Calif.
WPAZ Pottstown, Pa.
WDVH Gainesville, Fla.
WTUX Wilmington, Del.
WMNE Menomonie, Wis.
WBEC Pittsfield, Mass.
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WMTN Morristown, Tenn.
WCAT Orange, Mass.
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McGannon sold on research center idea

BUT HEAD OF PLANNED NAB STUDY UNIT SEES LOTS OF COMPLICATIONS

Where have we been, where are we now and where do we go from here?

This epitomizes the approach toward a broadcasting industry research center taken by Donald H. McGannon, president of Westinghouse Broadcasting Co., tapped to be chairman of the NAB's committee to study the feasibility of such an idea.

Mr. McGannon's appointment, announced earlier this month (AT DEADLINE, Aug. 14), will be followed this week or next by the names of top flight broadcasters who will serve with him. A meeting of the committee early in September is already scheduled.

Enthusiastic about the idea, Mr. McGannon feels that with the proper cooperation the very essence of radio and tv's potential can be captured—to the benefit of all broadcasters.

But the approach and details must be worked out carefully and with full understanding of all the implications, Mr. McGannon observed recently. "It's real ticklish in some respects. We've got to have the right, objective, unbiased study on a number of questions about broadcasting, and we've got to be prepared to do something if the studies show we've been operating on an erroneous basis."

Collins' Idea ▪ The idea of an NAB research center was first broached by NAB President LeRoy Collins in his maiden speech to the association last May.

In calling for a research center, he suggested that it be commissioned to looking into ratings, the influence of editorializing, the broadcasting of judicial proceedings, the maintenance of freedom and responsibility for broadcasters, new techniques in public service programing, the relationship of the broadcaster to the community, the impact of programs on the public, the radio spectrum and the future of radio.

Mr. McGannon

Gov. Collins suggested that the research center be located "in close proximity" to both outstanding research specialists and practical broadcasters, possibly on or near one of the nation's major university campuses."

The idea was amplified at the NAB board meeting in June, and it was after the board's okay that Mr. McGannon was asked by Gov. Collins to head the NAB committee to study its feasibility and implement its establishment if found desirable.

Re-thinking ▪ Some of the problems of the program are not insurmountable, but they will require a shift in industry thinking, it was apparent from Mr. McGannon's remarks.

For one, most universities and colleges which undertake research for private industry require the right of publication. This can involve a delicate public relations problem unless broadcasters are prepared and understand they are going to get some bad with the good.

Many universities and colleges specialize in certain types of research. This means that the potential of institutions interested in this type of research may be limited, although this may not be particularly difficult.

Mr. McGannon revealed that 10 institutions have already expressed an interest in the NAB Research Center. These are the U. of Missouri, U. of Pennsylvania, Penn State U., North Carolina Research Triangle (Duke, N.C. State and U. of North Carolina), U. of Kentucky, Indiana U., Armour Research Foundation, Michigan State U., Syracuse U. and U. of Connecticut.

Dry Run ▪ Before accepting Gov. Collins' offer to lead the committee, Mr. McGannon spent almost a month discussing the idea with broadcasters and a few research specialists. He spoke to about 15 broadcasters, the presidents of the three television networks, and a couple of university professors.

One of those he spoke to agreed to serve the committee as a consultant; he is Dr. Paul Lazarsfeld of Columbia U., New York. Dr. Lazarsfeld is already a key figure in a number of basic research findings concerning radio and tv and other media.

A survey of possible financing leads Mr. McGannon to believe that the best way is by assessments—either quarterly or annually. NAB members' dues should not be used for this type of project, he feels.

One of the first projects will be on the methodology of rating services. This has virtually everyone's agreement, Mr. McGannon indicated. Care must be taken to make sure that the project is not considered an attack on ratings. The WBC president feels that the purpose of the research investigation should be to upgrade the validity of rating services through an improvement in their methods.

Other possible areas for exploration, according to Mr. McGannon, are the image of the industry, the public's attitude toward programs (children's, news, public affairs), television's exact impact on children and what the public truly wants from radio and tv?

New WNBC-TV rate card realigns rates Sept. 1

A realignment of WNBC-TV New York's rate structure, effective Sept. 1, has been announced.

The new rate card offers choices that range from a prime nighttime minute for $2,500 to a 10-second ID priced at $25 when purchased on a 25-plan with a consecutive week discount.

The new rate card, No. 22, effective Sept. 1, features (1) A new volume discount plan whereby weekly continuous

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114 HALF HOURS

Mr. Lucky
34 HALF HOURS

Yancy Derringer
34 HALF HOURS

WIRE SERVICE
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discounts can be earned by purchase of announcements in multiples of 6, 12, 18 and 24; (2) A 10% discount on 52-week continuous schedules; (3) a new "Class E" time classification from sign-on to 7:59 a.m. daily and until 5 p.m. Saturdays and Sundays, and from 1:01 a.m. to sign-off daily; (4) reduced cost of daytime local participations, and (5) slightly increased rates for announcements 11 p.m. to midnight.

Taft asks to withdraw public stock offering

Taft Broadcasting Co., Cincinnati, last week asked the Securities & Exchange Commission for permission to withdraw registration of 376,369 shares of common stock (BROADCASTING, June 5).

The shares belonged to stockholders, mostly trusts within the Taft and Ingalls families. When the offering was filed at the SEC in May the stock was selling around 24. It has declined to 18 and the stockholders do not want to sell at that price, according to President Hulbert Taft Jr. Offering included about 25% of 1,527,960 shares outstanding.

The Taft stations are WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

DRY RUN ON FCC'S FORMS

Proposed program and logging procedures undergoing tests at Georgia radio-tv stations

Field tests of the proposed new FCC program and logging forms will start this week under auspices of the Georgia Assn. of Broadcasters.

The practical side of this new approach to paper work at stations is being tested under GAB auspices by WDEC Americus, Ga., daytimer, which has developed a proposed form designed to meet the requirements laid out in tentative FCC regulations.

Other Georgia stations are conducting similar tests. WCON Cornelia, operating fulltime, will test the WDEC form over the week on a 24-hour basis. WDEC is owned and managed by Charles Smith, GAB treasurer. Tests are being conducted individually by WGAU Athens, operated by H. Randolph Holder, GAB president; WWGS Tifton; WROM Rome; WSFT Thomaston; two television stations, WSB-TV Atlanta, and WTVM (TV) Columbus.

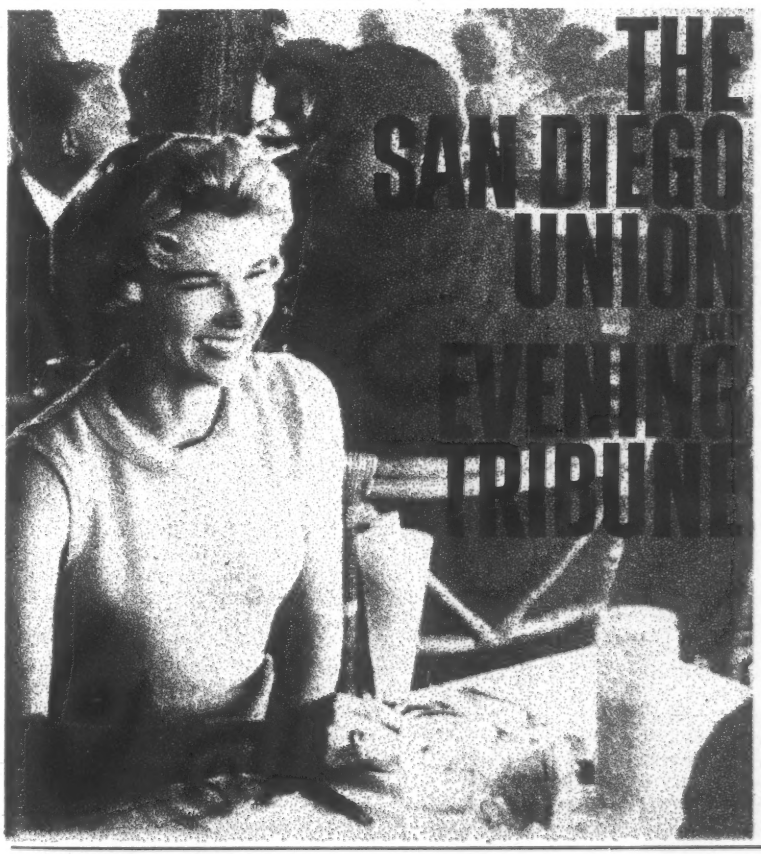
Results of these experiments will be submitted to the South East Radio-Tv Seminar Sept. 15 at the Biltmore Hotel, Atlanta (BROADCASTING, Aug. 21).

In addition NAB is planning sponsorship of a series of tests covering different station categories but its list had not been announced at the weekend.

Mr. Smith said WDEC will conduct a stop-watch test for a full seven days. The special program form is 11½ inches wide, split into parallel program and announcement sections with numerical and alphabetical symbols for types of programs and rendition. GAB is paying printing costs plus salaries of extra people used in the test.

Normally his log could be typed in one hour each day, Mr. Smith said, but he estimated the new form would require at least two hours a day. Two sets of logs will be kept to provide basis for comparison.

Presidents of seven state broadcast groups will be represented at the Sept. 15 conference. Vincent T. Wasilewski, executive vice president-elect of NAB, will attend. It was not certain at the weekend whether NAB President LeRoy Collins would be present. North Carolina, Kentucky, Tennessee, South Carolina, Alabama, Mississippi, Georgia and Florida will be represented. James L.



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

San Diego County, California, ranks 4th in Restaurant Sales on the West Coast, 22nd in the nation.* Whet the market's appetite through the advertising columns of **The San Diego Union** and **Evening Tribune.** Coverage is solid (228,437 ABC 9/30/60) and family readership is high (83 % for evening-and-Sunday combination, according to Facts Consolidated.)

*1961 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth" Copley Newspapers

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES.

The San Diego Union
EVENING TRIBUNE

A possum puts tv bugbear into perspective

Coming like a cool summer breeze after the hot blasts of the Senate's Juvenile Delinquency Subcommittee headed by Sen. Thomas Dodd (D-Conn.), a booklet on children and tv suggests the real solution to guarding children from the perils of television lies in parental guidance.

The booklet, published by the Department of Health, Education & Welfare's U. S. Children's Bureau, concludes that the parent's hand on the tuning knob can do more than program censorship or blackouts of the family tv set.

Pogo's Primer for Parents (*Tv Division*), drawn and written by newspaper cartoonist Walt Kelly, treats the subject humorously and lightly. It chides parents who abdicate responsibility by using the tv set as a babysitter and who permit their offspring to pass the saturation point of unsupervised viewing. If parents would share children's viewing and by explaining programs set them in perspective, they would have no reason to fear the effect of television on their children, the booklet concludes.

HEW Secretary Abraham Ribicoff, who introduced the booklet at a news conference Thursday declared: "Tv viewing comes down to the responsibility of parents."

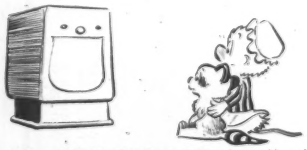
The personable possum Pogo, Albert Alligator and the rest of the comic strip crew caper through the booklet's pages, sugarcoating the philosophical pill to the point where it can be digested by even the most outraged congressman.

Comments the booklet: "It is not necessary to censor. It is necessary to guide. Strong interest in the bizarre by any child deserves a few questions to find out why. The child needs someone to talk to. The overload of some features, monsters, etc., needs relief, not the bigger jolt each time. This prevents the creation of

Psychiatrists say things like: Basic behavior patterns are not necessarily caused solely by mass media in whole or part--

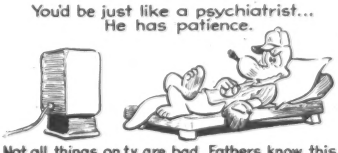
If you said that, you would be proud. You would be invited to speak at PTA meetings where you could drink lots of cold coffee and eat little wet cakes.

You could be most successful saying, in your own way, that your child has many influences and chances are he'll be happy and reasonably normal if you make sure they are good ones.



You might find out that patient supervision of shared t.v. viewing would help your child be *more like himself.*

You'd be just like a psychiatrist... He has patience.



Not all things on t.v. are bad. Fathers know this. They watch ball games. *(It must be admitted some of them are bad.)*

Mothers know that not all things on t.v. are bad. They watch operas and folk singers. *(It must be admitted some of them are bad, too.)*

Howe, WIRA Fort Pierce, Fla., will moderate the meeting. He is NAB director for the association's fifth district. Other NAB board members in the region have been invited.

NAB and FCC executives met informally Aug. 21 to discuss problems created by the new forms. Taking part in the conference for the FCC were Kenneth A. Cox, chairman, Broadcast Bureau; James Juntilla, assistant chief of Broadcast Bureau, and Hy Golden, chairman of the bureau's economics division. NAB was represented by John F. Meagher, radio vice president; Mr. Wasilewski and Douglas A. Anello, general counsel.

Six join IMN

Intermountain Network, Salt Lake City, has announced the addition of six new affiliates. They are KBOL Boulder, KFTM Fort Morgan, KVFC Cortez, KDGO Durango, all Colorado; KUTA Blanding - Monticello, Utah; KBRV Soda Springs, Idaho. IMN now has 55 affiliates.

Anthony estate left in confidential trust

Will and seven codicils of the late Earl C. Anthony, owner-president of KFI Los Angeles, filed for probate in that city Aug. 21, left the bulk of his estate in a trust fund, with details confidential.

Personal property, valued at about $100,000 was bequeathed to his only son, Earle Kelly Anthony, under a codicil signed May 6, 1955. Mr. Anthony had created a trust fund into which he had placed all other assets. This codicil, accordingly, made terms of the will and of all the other codicils inoperative.

Signed May 16, 1950, the will had provided not only for his son, but for several friends, relatives and employes. Included, according to the Superior Court probate petition, was Miss Georgiana Williams, his San Francisco secretary who had been left $200 a month providing she did not marry.

After provisions for the other individuals, most of the remainder of the estate had been placed in trust for the benefit of the son. Upon his death the proceeds were to be divided equally between the University of California at Berkeley and California Institute of Technology (Caltech). Mr. Anthony, 80, died in San Francisco on Aug. 6.

WQXR-FM begins stereo during early morning

WQXR-FM New York began multiplex stereo broadcasting at 1 a.m. Aug. 24. The station said it is first in the New York area to offer the new service.

The early morning programming is a test run to be broadcast weekdays 1-2 a.m. EDT, until Sept. 7. After that date, the first fm stereo multiplex evening program will be transmitted on WQXR's new *Adventures in Sound* series to be presented under the sponsorship of Fisher Radio Corp. every Thursday, 10:05-11 p.m.

WLIR (FM) Garden City, N. Y., will begin fm multiplex stereo broad-

an addict. Other child activities siphon off energy, but this energy can be used badly after bad tv exposure. Above all, love the child."

Mrs. Katherine B. Oettinger, chief of the Children's Bureau, states in the preface, "We believe, with Mr. Kelly, that parental selectivity of television fare for children can be a means of broadening their understanding of the world we live in and the culture which is our heritage."

The bureau reports that broadcasters have shown pre-publication interest in obtaining copies of the 28-page pamphlet to distribute as a public service. Copies are available from the Government Printing Office, 20 cents per copy, with a 25% discount on orders of 100 or more.

Tv. watching could be a normal part of a balanced whole. Just like radio, comic books, formal education and love... ...Also milk.

Psychiatrists would cheer you. They believe, most of all, in "do it yourself" happiness....

casts soon after WQXR—Sept. 13. That station will carry the stereo service each night from 6 p.m. to 1 a.m., station owner John R. Reiger said. As soon as more material is prepared for broadcast use, WLIR will go stereo full-time, he said.

Radio-tv responding to Beachhead drive

Radio and tv stations as well as other media are cooperating enthusiastically in a public service campaign on behalf of the Beachhead Brigade for Cuban Freedom Inc., Washington, according to H. Belmont Ver Standig, president of the Washington advertising agency bearing his name.

The campaign solicits funds for the brigade, consisting of survivors from the unsuccessful attack on Cuba last spring. It proposes a Radio Free Cuba broadcast service, food and shelter for families of beachhead victims and an underground movement.

Several stations protested because full-page paid advertisements were bought in the *Washington Post* and *New York Times* to start the campaign. Mr. Ver Standig said his letter, sent to all U. S. stations, offered to return a third of contributions collected by stations in the form of time purchases but only two stations have asked this payment. He said his agency is handling the project for a rather nominal fee because of its public service aspects.

Putnam calls rally of uhf operators

A rally of uhf television broadcasters is scheduled today (Monday) in Springfield, Mass., with the host, William L. Putnam, who is director of four uhf stations in Massachusetts.

Mr. Putnam, acknowledging he sent invitations to all uhf operators east of the Mississippi River, said last week his purpose is to "capitalize on the FCC's proposals regarding deintermixture." These are the rulemaking notices issued by the FCC early this month proposing to delete the single vhf channel in eight communities (BROADCASTING, Aug. 7).

Alluding to the activities of the Assn. of Maximum Service Telecasters, which is firmly against deintermixture, Mr. Putnam pointedly referred to the AMST meeting in Florida shortly after the FCC announcements. At this meeting the AMST board discussed the commission's proposals—including plans to drop in vhf channels in eight cities at short mileage separations (BROADCASTING, Aug. 14). Mr. Putnam also offered a few trenchant remarks about the congressional activities of vhf operators whose channels are in jeopardy. "We've got to get busy to counter these *ex parte* pressures of politicians on the FCC," Mr. Putnam remarked.

In the last few weeks, the Connecticut congressional delegation, Rep. Carroll W. Kearns (R-Pa.) and Rep. Peter F. Mack Jr. (D-Ill.) have expressed opposition to the FCC's proposed vhf deletions in their states.

Mr. Putnam was uncertain how many uhf broadcasters would attend the meeting, but said he had received about a dozen responses by the middle of last week. Mr. Putnam at one time was chairman of the Committee for Competitive Tv, a uhf organization, but the group has not been active in recent years. Mr. Putnam said last week the Springfield meeting has no connection with CCT.

The Putnam stations, under the corporate umbrella of Springfield Television Broadcasting Co., are WWLP (TV) Springfield, WRLP (TV) Greenfield, WWOR-TV Worcester and a permittee in Pittsfield, all Massachusetts.

Media notes...

TPT expands ▪ TelePrompTer Corp., New York, announced last week that it has bought community antenna tv systems in Houghton, Mich., and Johnstown, Pa., for the combined price of approximately $775,000. The number of catv systems owned by TelePrompTer is now 11, according to Irving B. Kahn, TPT president.

New office ▪ Hal Walton Assoc., New York, radio station representative, has opened a West Coast office under the management of Guy Biddick. The branch office is at 1046 S. Olive St., Los Angeles. A. J. Polley has been appointed new midwest manager in the Chicago office.

Esquire okay ▪ Esquire Inc., New York, reports it will gross about $23 million in the fiscal year ending March 31, 1962, despite losses resulting from the recent suspension of its *Coronet* magazine. A. L. Blinder, Esquire president, said last week at a gathering of New York security analysts that the *Coronet* losses are expected to be made up by gains in the company's eight other operating divisions, which includes ownership of WQXI Atlanta.

Setting up shop ▪ WOKW Brockton, Mass., began broadcasting July 17 on 1410 kc with 1 kw. President of the new station is Alan C. Tindal and its operating personnel include: Guy B. Farnsworth, general manager; Curtis Hahn, program director; Jack Gibson, news director and Arthur Downer, chief engineer.

News bureau ▪ A second news bureau has been established in Canada by MBS via a news and special programming arrangement with CKWX Vancouver, B. C. This agreement, similar to one made June 1 with CHUM Toronto, also provides for airing of MBS commercials.

Goal exceeded ▪ The Southland Industries Inc. donated use of WOAI-AM-TV San Antonio for a simulcast which raised $134,000 through pledges for an addition to the Cerebral Palsy Center in San Antonio. Such personalities as Johnny Andrews, Peggy King, Jayne Mansfield and her husband, Mickey Hargitay, participated in the campaign. Dennis James acted as master of ceremonies.

KPAL joins ABC Radio

KPAL Palm Springs, Calif., became the 388th affiliate of ABC Radio at its recent network affiliates meeting in New York (see story, page 73). Harry Maizlish owns KPAL, 1450 kc with 250 w.

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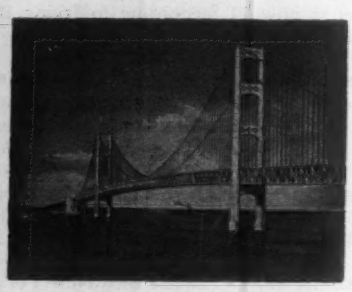

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Covers 25 Northern Michigan Counties
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Offering the Only Principal
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coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the MOST homes with P B N *

7000 MORE Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 MORE Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)
2800 MORE Homes Reached Than Sta. B.
(Sat. 6 PM-Mid.)
1900 MORE Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

*ARB (March, 1960)

Paul Bunyan Network

Les Biederman
General Manager

national representatives
Venard, Rintoul & McConnell

Network Representative Elisabeth Beckjorden

WASILEWSKI, SWEZEY OK'D

NAB board votes to accept Collins choices; code trouble brewing in tv liquor campaign plan

Two appointments of top NAB staff executives have been confirmed by the NAB board of directors, according to an unofficial tally. They are:

▪ Vincent T. Wasilewski, now government relations vice president, to be executive vice president and ranking operations head of the association, and

▪ Robert D. Swezey, a network and station executive of long experience, to be administrator of the NAB radio and television codes.

The appointments for these newly created offices were submitted to the board for confirmation Aug. 14 (BROADCASTING, Aug. 14) but no announcement was made at that time by the association. NAB President LeRoy Collins proposed the appointments Aug. 10 to the NAB Advisory Committee, which voiced its approval.

While NAB said officially it would have no statement for some time, it was learned the board tally at the weekend was heavily in favor of the appointments. Some of the votes were said to have included explanatory comments such as that the new executive vice president is not a broadcaster as originally contemplated by the board.

It was believed both new executives would take office after the Labor Day holiday. Mr. Wasilewski has remained in Washington most of August during the vacation absence of Gov. Collins. John F. Meagher, radio vice president, has been in charge during this interval.

Incomplete ▪ Final planning for code administration will not be complete for some time. At present two executives are in charge of the tv code structure—Edward H. Bronson is director at Washington headquarters, and Stockton Helffrich is director at the New York office. The staff includes Harry Ward, assistant director in Washington, and Frank Morris, assistant director at the West Coast office in Los Angeles.

Jim Gillis is executive assistant in the Hollywood office, which reports to Mr. Bronson. Warren Braren is assistant director in New York. Peter Friend, administrative assistant in Washington, is in charge of monitoring.

Mr. Swezey has indicated his willingness to take the NAB code post. He is in Europe now and could not be reached, but there was not believed to be any uncertainty about his acceptance of the assignment.

E. J. Hartenbower, KCMO-TV Kansas City, is chairman of the NAB Television Code Review Board.

Charles M. Stone is radio code director, stationed in Washington. This code structure is just a little over a year old; it went into operation July 1, 1960, when the old Radio Standards of Practice setup was converted from a voluntary pledge format to the new Radio Code which has a fee system and provision for enforcement. It was then opened to non-NAB members. Cliff Gill, KEZY Anaheim, Calif., is chairman of the Radio Code Review Board.

Ups and Downs ▪ The radio and tv codes have operated independently. Television code enforcement has dealt sternly with such matters as triple-spotting, indecent costuming, excessive violence, beer drinking in commercials and intimate personal products. At one time a score of stations dropped out of the tv code because they insisted on accepting a hemorrhoid account. The tv code rode out this crisis and now subscriptions are at an all-time peak of 390 stations, the three networks and 22 film affiliates. The radio code has 1,344 subscribers of which 117 are non-NAB members.

Currently the radio and tv codes are both confronted with an advertising campaign by Publicker, a large independent distiller (BROADCASTING, Aug. 21). NAB has found no instances in which code-subscribing stations have accepted the business. Last week a stern warning came from Capitol Hill on the possibility that liquor advertising on the air could lead to restrictive legislation.

Appointment of Messrs. Wasilewski and Swezey leaves one major opening at the NAB—the tv vice presidency formerly occupied by Charles H. Tower, who resigned to accept a top executive post with Corinthian Stations. When NAB's new research project is set up there will be the problem of selecting a director.

NBC birthday meet Dec. 6-8

NBC will hold its 35th anniversary celebration Dec. 6-8 in conjunction with the annual convention of its tv and radio affiliates in Hollywood.

A highlight of the three-day meeting will be what is described as a major address by NBC Board Chairman Robert W. Sarnoff. The program also will include tv and radio meetings at convention headquarters in the Beverly Hilton Hotel. Affiliates will visit Disneyland and key production centers where programs for NBC-TV's 1961-62 schedule are being filmed. Overseas affiliates and associates of NBC International also will attend the convention.

The NBC anniversary dinner will be held Dec. 7 at the Beverly Hilton.

The new executive vp: a straight thinker with straight approach

The softest-spoken executive around NAB headquarters the last dozen years has been deeply involved in most of the regulatory and intra-industry crises that have confronted the association.

Vince Wasilewski was fresh out of U. of Illinois law school when he joined NAB in 1949. At first he was mostly a book lawyer. But this boyish-looking counsellor began to attract attention through his thoughtful briefs and reports.

Within four years he had become chief attorney of NAB. This job not only brought him in contact with broadcasters and their problems it had a more important angle—he became the association's front man in many of the formal and informal sessions with legislative and regulatory agencies. Besides he was the man behind many of the important decisions made by the board and the association's president, Harold E. Fellows, in the routine execution of NAB functions.

His fetching grin is known to thousands of broadcasters who have dealt with him at close range during NAB committee meetings, annual conventions and fall conferences. These contacts were enhanced by his appointment in 1955 as NAB's government affairs director or chief lobbyist and as government relations vice president in 1960.

In the lobbying role he has developed wide respect on Capitol Hill and around the FCC. His approach is direct, quite in contrast to the popular conception of a Washington lobbyist as a suave and slick handshaker who provides refreshments at the Capital's flossiest joints.

He prefers to sit down with a senator or congressman, explaining the association's position and talking over all the angles. In an era when public officials and the public are fed huge literary doses of anti-broadcasting propaganda and rubbish this straight-forward approach is proving effective.

He thus brings to his new NAB post extensive background in the association's basic function—preservation of the free broadcasting system. Most of his experience has been in the lobbying and legal roles. The executive vice presidency will test his administrative ability as he assumes the basic function of serving as a sort of combination managing director, counsellor, lobbyist and traffic cop for operations.

The new code director: an experienced hand for a touchy job

There are two sides to Bob Swezey, the executive—both of them effective. Mostly he's mild and congenial. And then sometimes he isn't. That's when he's working on a problem or project, or when he's annoyed at inefficiency or delay.

He seldom raises his voice, but he has a knack of commanding attention in a group when he chooses to state a case. Backed by legal experience and a discerning mind, he can wrap up a situation in clear though sometimes involved terminology. But usually when he lapses into the jargon of the barrister it's because the subject is complicated and he's doing a thorough job of sorting out the details to put them into perspective.

Sometimes when he's at his mildest, the comments he utters in a familiar, Harvard clipped accent can be devastating. And sometimes when he's actually in a friendly mood, his touch of aloofness can be misinterpreted by those who don't know him well.

The new code administrator approaches the problem with the benefit of extensive background. He was one of the two tv members of the NAB board in the 1949-51 period when the young television industry was concerned over the problems created by violence, extreme costuming, bad taste and similar excesses. The need for a tv code was acute, and he became deeply immersed in the task of drawing up a manual of ideals and methods for tv.

A number of changes have been made in the code since it became effective in 1952 but it is essentially the same document and it reflects the Swezey influence in every paragraph. Besides his major role in writing the code language, he sparked the campaign to get it adopted by the association and then the rest of the industry. He also helped write the radio standards of practice.

In all, he has served eight years as an NAB director, two as vice-chairman of the tv board. He moved from New York network posts into station operation in the late '40s as general manager of WDSU-AM-TV, acquiring a minority stock interest which he sold last year to the Stern family, majority owners. During the last months of the Eisenhower administration he served as consultant to Secretary of Labor Mitchell.

He is a graduate of Harvard law school.

His broadcasting career started in 1939 as the result of a paper on freedom of speech on the air, written while taking post-graduate studies in Washington. He was working in government offices at the time. He sent a copy of the paper to NBC which promptly hired him.

RKO REP SEMINAR

National Sales Division readies for Oct. 1 start

The newly-formed National Sales Division of RKO General Inc. held an indoctrination seminar for its sales staff in New York all last week to prepare for beginning operation Oct. 1.

On that date, the new unit becomes national sales representative for the RKO General-owned stations, including WOR-AM-FM-TV New York, WNAC-AM-FM-TV and WRKO-FM Boston, KHJ-AM-FM-TV Los Angeles, CKLW-AM-FM-TV Windsor-Detroit, WHBQ-AM-TV Memphis, KFRC-AM-FM San Francisco, WGMS-AM-FM Washington, D. C., and the Yankee Network. During the week, presentations on film and tape were made to the newly-appointed sales executives. for which they will be selling.

New Sales Executives ▪ Donald F. Quinn, director of national sales, introduced 13 sales executives who have joined the new division.

Radio sales executives and their last affiliations are: Richard J. Kelliher, national sales manager in New York for KHJ and KFRC; H. W. (Bud) Simmen, sales manager for Weed Radio Corp.; Thomas J. Green, Jr., account executive of WBIC Bayshore, N. Y.; James H. Fuller, account executive, CBS Radio and Victor E. (Buck) Forker, general manager, WDRC Hartford, Conn.

Television sales executives and their most recent affiliations are: Gordon Lawhead, national sales manager in New York for WHBQ-AM-TV; Gerard N. Molfese, national sales manager in New York for KHJ-TV; James V. Marino, account executive, WCBS-TV New York; James A. Gates, national sales manager in New York for WNAC-TV; John G. Fernandez, general sales manager, WNTA-TV New York; Sidney P. Allen, national sales manager in New York for CKLW-AM-TV; Richard P. Colburn, account executive, Blair-TV; and Morton Zimmerman, account executive, WNTA-TV.

Other appointments announced were those of Robert E. Wilke as director of corporate relations, and of Frank G. Boehm as director of research and promotion. Mr. Wilke formerly was manager of national account sales, for Edward Ehrbar Inc., and Mr. Boehm was vice president of research, promotion and advertising for the Adam Young Companies.

Speakers at the seminar last week included Thomas F. O'Neil, board chairman of the General Tire & Rubber Co. (parent company of RKO General); Hathaway Watson, vice president for broadcast operations of RKO General, who discussed broadcast policies and standards, and the sales managers of the company's radio-tv stations.

The National Sales Division of RKO General is expected to announce shortly the appointment of personnel to branch offices in Chicago, Los Angeles and San Francisco. Additional sales offices may be added later.

RKO General stations currently are being represented by H-R Representatives, Young Television Corp., Robert E. Eastman Co. and Avery-Knodel Inc.

Changing hands

ANNOUNCED ▪ *The following station sales were reported last week subject to FCC approval:*

▪ KCSJ-AM-TV Pueblo, Colo.: Sold by Bankers Life & Casualty Co. to Metropolitan Television Co. (KOA-AM-FM-TV Denver) for $1,250,000. Metropolitan, which plans to resell KCSJ, is owned by Bob Hope, William Grant and others. No changes in KCSJ-TV personnel are contemplated, Mr. Grant announced. Jim Croll will remain as station manager. Ralph Radetsky, KOA stations manager has been named executive vice president of Metropolitan as well as general manager of the Denver properties, it was also announced. KCSJ operates on 590 kc with 1 kw fulltime. KCSJ-TV, which went on the air in 1953, operates on ch. 5. KOA-TV is an NBC-TV affiliate.

▪ KUAL-TV San Antonio, Tex.: Sold by Raoul A. Cortez and associates to

Clyde Hunt to AMST post

Clyde M. Hunt, vice president for engineering, Post-Newsweek stations (WTOP-TV Washington, WJXT [TV] Jacksonville, Fla., and 46.2% interest in KOGO-TV San Diego), has been named chairman of the technical committee, Assn. of Maximum Service Telecasters. Mr. Hunt succeeds Henry E. Rhea, director of engineering, Triangle Stations. Mr. Rhea will remain as a member of the committee which also includes John H. DeWitt, Jr., WSM-TV Nashville, Tenn.; Thomas E. Howard, WBTV (TV) Charlotte, N. C.; Phillip B. Laeser, WTMJ-TV Milwaukee, Wis.; Carl G. Nopper, WMAR-TV Baltimore, Md., and Orrin W. Towner, WHAS-TV Louisville, Ky.

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This is a daytime station in a rapidly growing single station market. Exceptional real estate involved. 29% down and balance over 5 years.	SOUTH FLORIDA $135,000
Profitable fulltime operation in a single station market. Station needs an owner-operator. $40,000 cash down and balance over 10 years.	NORTHERN CALIFORNIA $135,000

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Spanish International Broadcasting Corp. of Texas for approximately $200,000. Spanish International includes Emilio Azcarraga, Edward J. Noble, Mr. Cortez, with 20% each; Frank F. Fouce, 35% and Julian Kaufman, 5%. Mr. Azcarraga is a Mexico City broadcaster and theatre chain owner; Mr. Noble operates an advertising agency in Mexico City; Mr. Fouce is the owner of a chain of Spanish language theatres in the Los Angeles area, and Mr. Kaufman is general manager of XETV (TV) Tijuana, Mexico. The same group, minus Mr. Cortez, is applying for ch. 34 in Los Angeles. Programming staple is expected to be Latin American tv product. KUAL-TV operates on ch. 41 and went on the air in 1955.

ABC RADIO GETS TOUGH

Cancellations for failure to clear cited at meeting

ABC Radio claims it has adopted a tougher policy toward affiliates which fail to give full clearance to network service.

During the past year, 16 stations were "cancelled" and 14 of them replaced, Earl Mullen, ABC Radio's national director of stations, told an affiliates meeting last week in New York. It's reliably reported that Mr. Mullen has 10 more such cancellations on his desk "ready to go out." Mr. Mullen placed the total ABC Radio affiliate lineup at 388, and said ABC Radio has added 66 stations which clear all the network programs.

The New York regional meeting—the first in a series—was presided over by Robert R. Pauley, ABC vice president in charge of ABC Radio. Among the highlights:

- A plan to serve affiliates with *Flair*, a national program service, on a regional basis as well.
- A favorable sales picture this year.

At the meeting, attended by some 75 station executives, Leonard Goldenson, American Broadcasting-Paramount Theatres president, underscored the opportunity for radio stations to "progress with a top radio network," and pointed to ABC-owned WLS and WABC in Chicago and New York respectively, as stations which have become successful with "strong network backing."

The *Flair* programming is beginning to bring financial reward, as well as acceptance, the affiliates were informed. The *Flair* service to start in the fall will feature personalities in programming provided regionally. The method will include individual regional "hook-ups" using one affiliate as the feeding point. While one region obtains the regional personality, the rest of the network would carry the national broadcast. (The station receives a special tape including the regional spot and feeds the programming to all other stations on the line as in the broadcasting of "split commercials" in various parts of the country. For example, when ABC broadcast a heavyweight championship bout, Carlings beer sponsored the fight in certain areas while Studebaker took it in other markets.)

ABC Radio and affiliates held the first of four regional meetings in New York. Shown in this photo are (l to r) Roy E. Morgan, WILK Wilkes-Barre, Pa.; Leonard H. Goldenson, AB-PT president; John Murphy, WLW Cincinnati; Robert R. Pauley, ABC vice president in charge of ABC Radio; James C. Hagerty, ABC vice president for news, special events and public affairs; Rogen Jones, of KVOS Bellingham, Wash.

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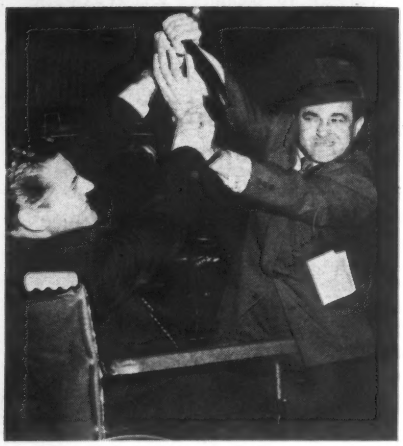

Let's you and him fight—off screen

NOW TV VIOLENCE IS FALLING ON THE CUTTING ROOM FLOOR

A self-imposed nationwide effort to lessen "violence" on the television screen is underway. It is principally at work at production studios in Hollywood and network offices in New York.

A BROADCASTING check of executives at the networks, advertising agencies and production companies reveals this pattern:

▪ A conscious policy has been established to stamp out all brutality and violence where they are not essential to the script.

▪ Where dramatic conflict suggesting a violent act appears essential to the story line, the writer and producer are expected to lessen or "temper" the violence.

It's also revealed that although most close observers of tv programming expect the "anti-violence" movement to reach a peak in the 1962-63 season—and all evidence certainly points that way—de-emphasis on the more shocking incidents is already discernible on the tv screen. For example:

▪ The networks, wherever possible, have been selecting those episodes from series with a minimum of "shock violence" (as it is expressed by some programmers) for summer re-run.

▪ Network continuity acceptance people are reported by agencies and producers to be on the scene in Hollywood. The networks have always maintained some watch over violence, but the scrutiny has become more intense. As expressed by a programming senior vice president at a New York advertising agency:

"They are now doing what they always were supposed to do."

According to authoritative sources, the first signs of a truly overall policy—more "understood" than directed—began last June, a month after the now famous "wasteland" speech of FCC Chairman Newton N. Minow at the NAB convention. But, this information reveals, the industry (particularly the networks) already was actively engaged as early as last spring in a downhold on sex and violence in material being prepared for network exposure in the 1961-62 season.

Sexless Standbys ▪ Portending a possible note for the future—and not just an incidental one—was the report last week that at least two networks (CBS-TV and NBC-TV) were active on the West Coast lining up properties as replacements for the 1961-62 season. They'll be used as needed, of course, and as the word goes, "they are sure to be non-violent."

Starting this fall, as a general thing, there undoubtedly will be fewer killings per episode, fewer and shorter fistfights, probably fewer barroom scenes and less drinking, and quite possibly more plot resolutions accomplished by peaceful means or at least by means short of the death of the villain. If he has to be killed, chances are the workmanship will be good enough to finish him off with one or two shots instead of requiring a fusillade.

Last April, when the new fall schedule was pretty well set, NBC executives went to Hollywood (before FCC Chairman Minow's "wasteland" blast at violence, incidentally) and conferred with the producers of all NBC-TV shows slated to come out of Hollywood this

fall. The NBC group consisted of James A. Stabile, senior staff vice president, representing the NBC-TV network; David Levy, then vice president in charge of network programming, and Ernest Lee Jahnckle, Jr., director of standards and practices, representing NBC management.

Some of the highlights of those conferences, although not necessarily representing decisions that NBC had not or would not have taken in comparable circumstances in prior years, reflect some of the problems that face all broadcasters in connection with "violence." For instance:

▪ The day and hour at which a program is shown can require special care in production. Thus the producers of *Tales of Wells Fargo,* which is moving to Saturday night, were reminded that there would be more children in the audience than if the show were presented on a school night, and that hence extra care should be taken. Friday night is the other "non-school night" that needs special attention for the same reason. In addition, producers of all early-evening programs were reminded that they would be playing to audiences with a high proportion of young people.

▪ Producers of color programs were admonished not to forget that blood looks awfully bloody when it's seen in color. This applied to such action shows as *Bonanza, Wells Fargo and Laramie.*

▪ Audiences can identify themselves more intimately with shows having contemporary settings than those with period backgrounds. Thus "violence" that might seem natural in a *Bonanza* or other western setting—or in "Macbeth," for that matter—might easily seem overdone in programs portraying contemporary events. This point was stressed to the producers of *87th Precinct, Dick Powell Show, Cain's Hundred, Thriller, Hitchcock Presents,* and *Captain of Detectives.*

▪ The "cumulative effect" must be kept in mind. A little violence spread over several shows may seem like much more than it really is to the viewer who watches throughout the evening. Thus the producers of *Thriller* were reminded that, although they were moving to a later hour this fall, their show would be back-to-back with *87th Precinct* and hence both shows should be especially careful.

The produceres—all of whom were described as "most cooperative" in these briefings—also were urged by the NBC officials to work closely with the network from the inception of program ideas, much as agencies work with network authorities in getting clearance on commercials at all stages from the story board on. The emphasis here was on the economies of close cooperation: By getting network approval at each stage the risks of extensive re-shooting —even re-writing—are minimized.

The importance of advance clearance was dramatized some time ago when Alfred Hitchcock submitted an idea for a program, to be called "Two Bottles of Relish," in which the central figure would be found not only to have killed his wife, but also to have been eating her body. Fortunately, the idea had not been committed to script when it was submitted—and rejected.

The advantage of clearance also was dramatized—in opposite fashion—when, according to reliable sources, a completed episode of *The Lawless Years,* a summer series of NBC, was challenged as unsuitable for broadcast. After extensive review and discussion, the episode was thrown out—a $50,000 loss (in this case, by any reckoning the loss was to NBC, since the producer is California National Productions, an NBC subsidiary).

More Of The Same ▪ CBS' position on the overall question of violence is that it simply is following the same standards it has traditionaly followed, with no special meetings or orders to intensify this procedure.

"I don't want to sound sanctimonious," said William Tankersley, CBS-TV director of program practices, West Coast, "But we have always insisted that if there is violence, it must be necessary to the script. So we're not doing anything, really, that we haven't always done."

The one exception he made was to note that producers of CBS-TV shows have been advised to use caution in excerpting scenes for promotional use in trailers and teasers. The purpose is to avoid creating the impression, through the selection of such material, that a program contains more violence than it actually does. "If a program has only one bit of violence in it, and if that scene is used for trailers or teasers, viewers could get the impression that the show is full of violence," Mr. Tankersley explained.

Clean-Up in Action ▪ Here are some examples of the toning-down that has been going on:

Target: The Corruptors (new show, ABC-TV, Fri., 10-11 p.m.: (1) The name has been changed from just *The Corruptors* in an apparent attempt to emphasize that the corruptors are the villians, (2) a sequence from the pilot was deleted after the Senate Committee on Juvenile Delinquency asked for a preview. The deleted portion was reported by those who watched the pilot to have been particularly brutal and unnecessarily devoted to shock violence. Soon after the committee asked for the pilot, ABC-TV is said to have informed the senators that the show was being changed because it did not come up to network standards. The pilot was said to have been filmed by Four Star Television as long ago as last November.

Cain's Hundred (new show, NBC-TV, Tues., 10-11 p.m.): The pilot made on this series, though not intended as a sample of the first show to be slotted, was described as containing a particularly "rough" format, dealing with prostitution and dope and devoting footage to a graphic presentation of a girl undergoing a violent withdrawal from dope. Though this pilot was shown to agencies and advertisers early in the selling season, NBC-TV reportedly in early August (before the series was sold out) substituted rush prints of the introductory films setting the theme of the series as a showcase to potential sponsors. MGM-TV is the producer.

Investigators (new show, CBS-TV,

Fall show criticism parried by Sarnoff

NBC Chairman Robert W. Sarnoff let fly last week at the "very chic curent cliche" that the early setting of new fall schedules this year means they will contain nothing new or distinguished to meet current charges of sameness and lack of responsibility.

Actually, he said, "the season ahead, as a result of conscientious planning over the long term, is an uncommonly promising one." He said he believed this to be true of television as a whole as well as NBC specifically.

Writing in one of his periodic letters to tv-radio editors, Mr. Sarnoff said it is "naive not to say cockeyed" to think that "we are all simply stuck with" the 1961-62 schedule because it was locked-in earlier than usual.

The early lock-in, he said "reflects a continuing trend toward spending more time, thought and effort on program preparation and actual production in the interest of greater scope and quality. That is why we are not only already planing our 1962-63 schedule but have actually begun development work on some 1963-64 programs."

He cited NBC's new schedule as evidence of freshness that will be seen in tv this year. More than 60% of the NBC fall lineup will consist of new programs that are "the result of planing and development that go back from six months to as much as two years," he asserted.

LET'S YOU AND HIM FIGHT—OFF SCREEN continued

Thurs., 9-10 p.m.): CBS reportedly has been pressuring for a tempering of any violence in this show. One script is in a third rewrite stage. MCA-TV is the packager.

RCA and Eastman Kodak, advertisers on the new *Walt Disney Show* (NBC-TV, Sun., 7:30-8:30 p.m.) that will be telecast in color next season, have warned Disney people to be careful not to show gory details in the real-life adventure segments.

Similarly Chevrolet is said to have told producers of *Bonanza* (an NBC-TV show in the 9-10 p.m. period on Sunday) that violence ought to be avoided. It's noted that the Chevrolet identity with the light-format of Dinah Shore in the past might be jolted in viewers' mind if the the auto maker were suddenly associated, as the sole advertiser, with a show hypoed with emphasis on sex and violence.

The Producers' View ▪ Many producers were reluctant to identify themselves and those who offered opinions were cautious, but the definite impression that emerged was that networks have emphasized to producers that violence must be minimized.

William Dozier, vice president in charge of west coast activities for Screen Gems, stressed that the company's two action-adventure series, *Route 66* and *Naked City*, are not considered to be "violent." But he added that SG is "very mindful" of the present atmosphere and is making certain that there will be "a low degree" of violence in upcoming shows.

Tom McDermott, executive vice president, Four Star Television, stated: "Excess violence will not and should not be a part of the television scene. The people buying shows are not apt to buy if they do have violence—the climate today being what is. Four Star to date has had no problem in this area."

An official of MCA-TV said the company's producing arm, Revue Productions, has attempted in the past to minimize violence but today is keeping "a closer watch" to make certain that its programs will not contain any sequences that might be termed offensive to viewers or to government officials.

Frank Morris, assistant director of NAB tv code affairs, West Coast, noted that sharper scrutiny of programs by producers extends to syndication as well as network shows. He said there is a marked contrast between programs filmed for the upcoming season and those for previous seasons.

"I think this about face was brought about largely because of first-hand experience that producers, directors and writers have gained in appearing before various congressional committees. I think the net result will be that there will be a better job of characterization, dialogue and plotting on programs to be carried during the upcoming season. The 1962-63 season will offer a better balance and a choice of escapist programming and programming of a more intellectually-stimulating quality," Mr. Morris said.

Agencies and Writers ▪ Agency officials reported they had been advised by networks and producers that programs would become "less violent" as the season progresses this year. Some executives said that some of the pilots they seen in the spring were "rugged" but they had been assured more recently that excessive violence would be modified in subsequent episodes.

Television script writers reached in Hollywood and New York said the message has filtered down to them that the "line" for 1961-62 and for next year is this: less violence, more characterization and story depth.

Irwin Winehouse and A. Samford Wolf, a team with credits including *Peter Gunn*, *Laramie* and *Sunset Strip*, reported that a script they had finished for NTA's *The Third Man* had been rejected because the story editor thought "there was just too much violence in it." They said they were rewriting the script to indicate that a violent act had occured without actually showing it.

John Falvo, a Hollywood writer, said he had submitted a script for CBS-TV's upcoming *Investigators* series and it had been returned to him for rewriting. He added that the script is now in the third rewrite stage, pointing out that a writer must be skillful enough to indicate conflict but at the same time keep this element in perspective.

Dale Wasserman, a well-known New York tv and motion picture writer, summed up the problem of scenarist in the present atmosphere in this way:

"There is nothing wrong with violence if it is an intrinsic element of a story. The gratitous kind—that is, violence for the sake of violence—is distasteful and dishonest. I hear from some of my Hollywood colleagues that some of the suggestions border on the ridiculous. Right now I'm engaged in writing a script called "Dynamite" for the hour-long *Crime of the Century* series that is being produced by David Susskind and underwritten by CBS-TV. Violence is an integral part of the story since it deals with the dynamiting of the *Los Angeles Times* plant. The network knows the subject of my script, but it will be several weeks before they see the finished work. I don't anticipate any trouble."

Ehrlich firm to make live, film tv programs

The formation of Aaron Ehrlich Enterprise, New York, to produce live and film television programs was announced last week by Aaron Ehrlich, president. Temporary headquarters has been established at 211 W. 53d St., New York, N. Y. Telephone is Circle 7-5588.

The first project of the new company is a one-hour special based on the motion picture, "West Side Story." The program, according to Mr. Ehrlich, will be "a biography of a motion picture, from the time it is conceived until the time it premieres." He is discussing sponsorship with several advertisers, he said, and hopes to have a sponsor by the time the motion picture premieres on Oct. 18. Two half-hour series the company plans to produce are titled *International Airport* and *Legend*, which will dramatize U.S. folk legends.

Mr. Ehrlich, a one-time artist and designer, was associate producer of CBS-TV's *Person to Person* program from 1952-60 and for the last year has been a freelance producer-director of CBS-TV's *Garry Moore Show* and the *Buff Cobb Show* on WNTA-TV New York. He is credited with creating many of the visual effects shown on *Person to Person*.

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Lonesome George picks up a bundle

Gomalco Productions, a partnership owned by George Gobel and David O'Malley, has sold its 50% interest in the *Leave it to Beaver* television series for $1 million cash to Revue Productions.

Mr. Gobel, presently in New York for rehearsal of his debut at the Eugene O'Neill Theatre, decided, together with Mr. O'Malley, to sell as a result of his Broadway commitment. Gomalco Productions, however, will remain active and plans are going forward for several tv specials.

The *Beaver* series currently is being filmed for the 1961-62 season. Joe Connelly together with Bob Mosher, creators and writers, retain their interests.

Film sales...

Ripcord (Ziv-UA): Sold to National Tea Co. for WGN-TV Chicago; and Hartz Mountain Products for WRCV-TV Philadelphia. Also sold to WNAC-TV Boston; WTIC-TV Hartford, Conn.; WJAR-TV Providence; KSD-TV St. Louis; WFMJ-TV Youngstown; WCHS-TV Charleston, W. Va.; WBOY-TV Clarksburg, W. Va.; KNOX-TV Grand Forks, N. D., and KCND-TV Pembina, N. D.

41 Post-'50 Films (Warner Bros.): Sold to WNBC-TV New York.

Volume I and II Films of the 50's (Seven Arts Associated): Sold to WXEX-TV Richmond-Petersburg, Va. Vol. I is now sold in 104 markets and Vol. II in 39 markets.

Shannon (Screen Gems): Sold to Procino-Rossi Corp. for Albany-Schenectady-Troy and Syracuse, N. Y., and Scranton-Wilkes Barre, Pa., markets. Now in 96 markets.

Program notes...

'Expedition 13' ▪ WAST (TV) Albany will present every third Monday evening, beginning Oct. 2 through June 11, 1962, a special as part of a series entitled, *Expedition 13*. The second special, to be shown Oct. 23, "Dorothy in the Land of Oz," is a ballet version of *The Wizard of Oz*. It is produced by WAST in cooperation with Lillian Sealey and the Tri-City Ballet Guild. "The Two Sisters," "Sleeping Beauty" and "Christmas Night" are among the specials to be presented in the series.

New drama series ▪ *The Dispossessed*, a drama by Saul Levitt, based on a true story in the fight for American Indian rights, has been commissioned as the premiere presentation in a series of six original hour-long drama specials to be broadcast on CBS-TV this fall. Westinghouse Electric Corp. is sponsor.

FORECASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Aug. 28-31, Sept. 1, 4-6 (10:30-11 a.m.) **Play Your Hunch,** part.

Aug. 28-31, Sept. 1, 4-6 (11-11:30 a.m.) **The Price Is Right,** part.

Aug. 28-31, Sept. 1, 4-6 (12:30-12:55 p.m.) **It Could Be You,** part.

Aug. 28-31, Sept. 1, 4-6 (2-2:30 p.m.) **The Jan Murray Show,** part.

Aug. 28-31, Sept. 1, 4-6 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Aug. 28, Sept. 4 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Aug. 30, Sept. 6 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

Aug. 30, Sept. 6 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Aug. 31, Sept. 7 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Sept. 1 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Sept. 2 (9:30-10 a.m.) **Pip The Piper,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 2 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Sept. 2 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 2 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Sept. 3 (6-6:30 p.m.) **Meet the Press,** co-op.

Sept. 3 (7-8 p.m.) **The Shirley Témple Show,** Nabisco through Kenyon & Eckhardt.

Sept. 3 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

Sept. 5 (10-11 p.m.) **The Margaret Bourke-White Story,** Purex through Edward Weiss.

Stages of progress ▪ John Campbell Films, Byram, Conn., has announced that its *Progress Report II*, featuring the amusement and entertainment aspects of the 1964 N. Y. World's Fair, is now in preparation. *Progress Report I*, on NBC-TV in April and later distributed nationally by Association Films, had 40 telecasts around the country.

More 'Silents' ▪ Sterling Television Co., N. Y., producer of ABC-TV's *Silents Please!* series of non-talkie movie classics, will release 20 additional episodes after October 1961. Co-producers of the series, Saul J. Turell and Paul Killiam, said the new shows will include "Lilac Time," with Gary Cooper; "The Three Musketeers," with Douglas Fairbanks; Rudolph Valentino in "Blood and Sand" and Marlene Dietrich in "Ship of Lost Men."

Protect life and property ▪ "Hurricane Disaster Action," a 4½-minute film and recording (b-w, 16mm), is produced by the American Red Cross and offered free to radio and tv stations. The package is available by contacting Red Cross chapters in the Atlantic and Gulf coast areas, which make up the Red Cross hurricane watch network.

New show ▪ Screen Gems has signed Sydney Biddel and Fredrick M. Frank to do a new tv series, *Ship's Doctor*, starring Victor Jory. *Ship's Doctor* will be produced by Robert Sparks.

Blue chip package ▪ M&A Alexander Productions has acquired tv rights to 27 feature motion pictures produced between 1953 and 1959 which will be released under the package title of *27 Blue Chips*. Stars such as Gina Lollobrigida, Raymond Burr, Anthony Quinn and Lloyd Bridges are featured.

Exclusive distributor ▪ Jim Ameche Productions has appointed Resono Productions as exclusive distributor of the Ameche line of syndicated radio programs. Robert Johnson is head of Resono, which has headquarters in Wichita, Kan.

Large supplier ▪ Jim Ameche Produc-

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tions has announced that *The Pat Boone Show,* five hour-long radio programs a week with the singing star serving as disc jockey, will be airworthy the first part of September. Other Ameche Productions radio series feature such performers as Pamela Mason, Johnny Bond, Jay Jason, Grace Lenard and Jim Ameche himself. Firm says it's become the largest supplier of syndicated program material for radio stations.

Adds five ▪ Radio Press International, N. Y., voice news service, has announced the addition of five subscribers. They are WAVZ New Haven, Conn.; CHNO Sudbury, CKSL London, CFRA Ottawa, all Ontario, and CFAM Altona, Man.

Football broadcasts ▪ WWSW Pittsburgh will carry broadcasts of the Pittsburgh Steelers pro football games for the 28th consecutive year with Joe Tucker handling the play-by-play. The 19-game exhibition and regular schedule will be sponsored by the Duquesne Brewing Co., Pittsburgh. About 40 Tri-State district stations will pick up the broadcasts from WWSW. The station also will broadcast 10 University of Pittsburgh games starting Sept. 16.

New firm ▪ Formation of G. Prentice Baker Productions, Houston, has been announced by G. Prentice Baker, president. The new firm, which produces film series for television, already has two projects in the works—a 26-week half hour musical show and an hour-long adventure series being filmed in various locations in the Southwest.

Pilots▪ The first two of six new tv series being created and produced by Project III Enterprises in association with MGM-TV, have been set for pilot filming in early October. They are *All That Jazz* and *The House of 7,* both hour-long series. The former is a situation comedy and the latter an adventure-drama show.

New Heritage affiliates ▪ Heritage Music, Bellingham, Wash., (syndicated good music producer) has announced the addition of WHOM-FM New York and WDGO-FM Cleveland as subscribers, bringing to more than 30 the number of stations it serves.

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Costumers nominate 24 for Adam-Eve awards

Motion Picture Costumers has nominated 24 costumers from filmed and live television and motion pictures for its annual Adam 'n' Eve Awards, to be given at the union's dinner dance Sept. 23 at the Beverly Hilton Hotel, Beverly Hills.

Named for filmed television costuming are: Jack Delaney, Marguerite Royce and Anne Laune, *The Roaring 20's;* Charles James, *Adventures in Paradise;* Bill McCrary and Mary Tate, *Hong Kong;* Dario Piazza and Hazel Hegarty, *Bonanza;* Beau van den Ecker, *Twilight Zone;* Evelyn Carruth, *Perry Mason;* Agnes Henry, *June Allyson Show.*

Nominated for live television costuming are: Robert Carlton, *Shirley Temple Series;* Grady Hunt, *Astaire Time;* and Ret Turner, *Tennessee Ernie Ford Show.*

Nominees for motion picture costuming are: Truman Eli, "Spartacus"; Bert Henrikson, "Elmer Gantry"; Bob Martien and Sophia Tuts, "Cimarron"; Bob Richards and Florence Crewell, "Sunrise at Campobello"; Ted Tetrick, "Song Without End"; Glenita Dinneen, "One-Eyed Jacks"; Ann Landers, "Pollyanna," and Edna Taylor, "Pepe."

'Totem Pole' series planned

A co-production deal between Four Star Television and a company headed by Collier Young, John Newland and Merwin Gerard has been concluded for filming a tv comedy series based on H. Allen Smith's *Low Man on a Totem Pole.* Mr. Young will be executive producer with Messrs. Newland and Gerard as co-producers. Mr. Newland will also direct. The trio teamed together to create and produce the *One Step Beyond* tv series for three years.

Kameny sues filmer of Truman tv series

Kameny Film Productions, New York, sued Talent Assoc.-Paramount Ltd. for $1 million in New York Supreme Court last week over a proposed television series featuring former President Harry S. Truman.

The complaint alleges that Kameny originated and created "a unique television program for a half-hour series featuring former President Harry S. Truman in September 1959, first entitled *Turning Point* and then *Mr. Citizen.*" The complaint adds that Kameny submitted its program idea on July 28, 1960, to Talent Assoc.-Paramount Ltd. with the understanding that if the program were used, the Kameny organization would be "reasonably compensated."

Kameny contends Talent Assoc.-Paramount Ltd. announced on June 6, 1961, its plans to produce a tv program featuring Mr. Truman. The idea and format for the program, the complaint asserts, were the same as had been submitted to Talent Assoc.-Paramount Ltd. a year earlier. Kameny charged that the proposed use by Talent Assoc.-Paramount Ltd. of "the plaintiff's format and idea is in bad faith and was with full knowledge of the plaintiff's exclusive right to the program."

A Kameny official said last week the company has not been compensated by Talent Assoc.-Paramount and added that efforts to reach Talent Assoc. executives by telephone or at their office have been "fruitless." Kameny also claims credit for creating both the cited series titles.

David Susskind, executive vice president of Talent Assoc.-Paramount Ltd., issued the following statement: "I have never heard of these people. None of my associates has heard of them. Neither Mr. Truman nor any of his associates has heard of them. There has been no submission of an idea so far as I know. This is a crank suit. It is utterly ridiculous."

Prisoner documentaries offered in syndication

Crime and Punishment, a series of 39 half-hour personal documentaries taped behind prison walls, is now being distributed in syndication by Peter M. Robeck & Co., New York.

The series has already been sold, prior to announcement, to WNEW-TV New York; KTLA (TV) Los Angeles; WTTG (TV) Washington; WFAA-TV Dallas; WTVH-TV Peoria; WTVP-TV Decatur, Ill.; and KOVR (TV) Stockton, Calif.

KTTV (TV) becomes first signer with TAC

Robert W. Breckner (r), vice president and general manager of KTTV (TV) Los Angeles, completes the arrangements that make his station the first member of Television Affiliates Corp., which will exchange local station informational, educational and cultural programs among all TAC members (BROADCASTING, July 31). With Mr. Breckner are (l seated) Robert Weisberg, vice president, TAC, and Dick Woollen (c) KTTV vice president for programming and film buyer.

IBEW agrees with six Los Angeles indies

CONTRACT CALLS FOR BASIC $10, $7.50 AND $5 RAISE

New three-year agreement, covering technicians and engineers, has been negotiated by IBEW local 45 with six Los Angeles area independent stations.

Union has been negotiating with the 17 area stations as a group, but singled out some of those with particular problems for individual negotiations and it was expected that several more will have signed the new agreement this week.

Contract with KRKD, KGIL, KBIG, KLAC and KGER calls for a $10 weekly increase the first year and $7.50 per week additional the second year. First six months of the third year, basic pay will be increased $5.00 weekly, with $2.50 per week added for final six months. Vacation time will be increased to four weeks after five years employment at station. Contracts are retroactive to June 30. Agreement with KFWB is $12.50 per week increase the first year with vacation time included.

Strike by AFTRA against KFWB Los Angeles went into its seventh week August 22 when both union and station rejected proposals made during an eleven-hour bargaining session called by Federal Mediator Jules Medoff.

AFTRA said it would accept a two-year contract for KFWB news men starting at $200 per week and going to $212.50 weekly for second year. Station's offer was $22.50 weekly pay increase for present employes regardless of how much over scale he now makes. New employes would receive $177.50 per week. Present weekly base scale is $155.

AFTRA, like IBEW began negotiating with the stations as a group but when KFWB refused the union's demands, a strike was called against it. AFTRA also then refused to negotiate further with the group as long as KFWB was represented in it. The station group in turn refused to eliminate KFWB, with negotiations now at a stalemate.

Meanwhile, AFTRA has filed "strikebreaking" and "conduct prejudicial to the best interests of the union" charges against Gene Weed, former KFWB announcer, now stationed at KEWB. The union alleges he replaced Don French at the Oakland station on July 11 when the strike started and that French, who was expelled from AFTRA on Aug. 4, came to KFWB to replace members now on strike.

Charges will be heard Thursday night (August 31) at an AFTRA board meeting when four other announcers and disc jockeys of KFWB, including Art Nelson, Bobbie Hale, Hal Murray and Jack Colon, previously notified of similar charges by the union, will be heard at the same time.

At early board hearings, five former AFTRA members at KFWB were found guilty of "strikebreaking" charges and fined a total of $25,000 and expelled from the union. AFTRA has ignored resignations and thus far hasn't collected on the imposed fines (BROADCASTING, Aug. 7).

CBS-TV, Menotti call off contract

CBS-TV and composer Gian Carlo Menotti have agreed to cancel their contract for a musical work Mr. Menotti prepared especially for the network. The rights have been returned to the author.

Mr. Menotti delivered the work before the arranged deadline of Feb. 1. Gerald J. Leider, director of program sales for CBS-TV said: "We had a difference of opinion about how to proceed—whether to insert music in one place or another."

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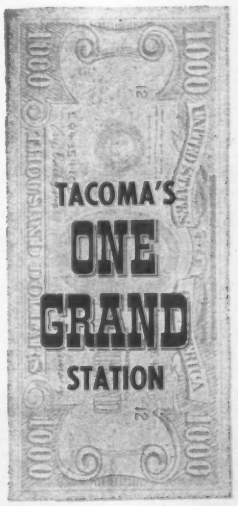

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RCA HOME SET PROFITS UP

Net after taxes is highest since 1950; sales best since comparable 1957 period

RCA reported Friday (Aug. 25) that January-June this year was the most profitable first half-year period in its home instrument operations since 1950.

While no hard figures were released, President John L. Burns revealed that:

- Profit after taxes in the period for this phase of business was 4% above the first six-month total of 1955, RCA's previous high in the past decade.
- Total home instrument sales were the best for the period since 1957.
- Color tv receiver profits were 45% ahead of the initial six months of 1960.

The home instrument operation takes in the development, manufacturing and marketing of color and black-and-white tv receivers, phonographs and radios.

Mr. Burns said the color tv returns were especially significant "since color tv set manufacturing and marketing first turned into a profitable venture in 1959 and then in 1960 reached the seven figure profit level.

"At the same time," he continued, "black-and-white tv operations also showed a tremendous profit improvement."

RCA has been in the forefront in color tv set development and manufacturing for past several years. This fall, still other major set manufacturers are entering (or re-entering) color receiver manufacture.

Performance and Economy ▪ W. Walter Watts, RCA group executive vice president, and president and board chairman, RCA Sales Corp., cited improved operating performances as well as economies "resulting from a tighter, more efficient organization" as contributing to "our best showing since the early boom years of black-and-white tv."

Mr. Watts said that increased sales also could be traced to "advanced styling and performance features" set against "modern business techniques and controls instituted in connection with our recent consolidation of all home instrument production and administration in central Indiana."

Optimism for the remainder of 1961 continues high, Mr. Watts reported, based on the first half-year showing, initial distributor and dealer orders this summer of the new (1961-62) line of RCA Victor's tv sets, phonographs and radios, as well as "exceptionally low" inventory levels.

RCA last week also revealed:

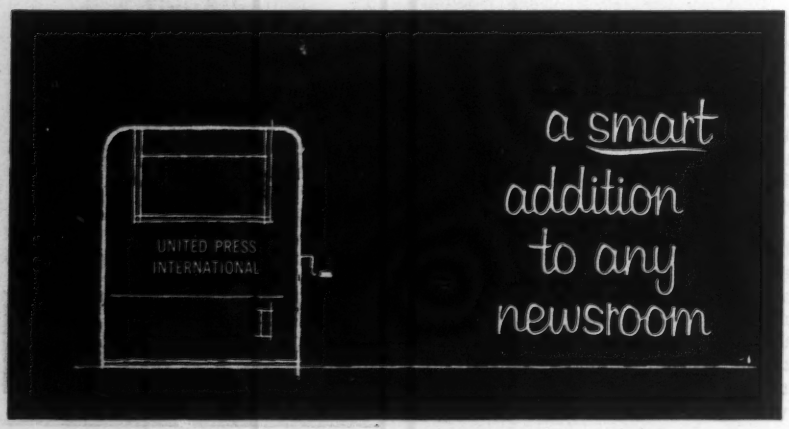
- The development of three new precision-styled transistor radios and five "total sound" stereophonic "Victrola" phonographs for its 1961-62 line.
- It had introduced a new color tv picture tube with a "glare-proof" window which eliminates much room light reflections.

Ampex first quarter: $17.4 million sales

William E. Roberts, president of Ampex Corp., Redwood City, Calif., last week announced sales for the first quarter ended July 31, were $17,400,000 compared with $17,751,000 for the previous first quarter. Net income was $71,000 or one cent per share on the 75,751,772 common shares outstanding. This compares with $366,000 and five cents per share for the comparable period last year.

Report indicated a reversal of a loss trend in the third and fourth quarter of the last fiscal year.

First quarter figures for both years are adjusted to include operating results of Telemeter Magnetics which merged with Ampex in December 1960. The first quarter results also include only two months operation of Ampex International, S. A., as final accounting figures will not be available for about three months.



ZENITH COLOR LINE

Quality stressed; dealers plan November sales start

Zenith Radio Corp.'s new color television line was shown for the first time in Chicago last Wednesday and observers acclaimed the high picture quality for both color and black-and-white operation.

Zenith's new color line includes ten basic models with prices ranging from $695 to $1,050. Viewer color adjusting controls are reduced to just two.

The chassis employs RCA's standard color picture tube but the circuitry is exclusively Zenith-developed and features Zenith's traditional hand-wiring on a horizontal metal base that allows easy access for servicing. Stability of operation with an absolute minimum of color adjusting are features.

The new color line went into commercial production for the first day Wednesday as the sets were being shown to a meeting of Zenith Sales Corp.'s national distributors. Delivery will start to dealers next month and sale to consumers should be underway by November, Zenith indicated.

No big promotion, advertising or merchandising of the new color line is planned this year, one Zenith source said. The line will be introduced slowly and production output increased gradually.

Internally the set has an exclusive "automatic color level circuit" which compensates for variations in transmission and helps keep color values constant when changing from station to station or from program to program on the same station.

Zenith's color set features a newly-patented, two-tube system of color demodulation described as the "electronic brain" of the receiver. Zenith said the demodulation system reduces the complexity of usual circuits "and provides an improved, more accurate method of extracting color information from the composite video signal" which is then supplied in "precise balance" to the picture tube "for full color reproduction."

STEREO GIVES FM SOMETHING EXTRA

WESCON delegates hear this, other points on fm stereo

"Fm stereo is the new sound of broadcasting which has given fm something am cannot provide," James Gabbert, co-owner and technical director of KPEN (FM) San Francisco, said Wednesday in an address to the Western Electronic Show and Convention, meeting in the Cow Palace in that city.

At a session on fm stereo, Mr. Gabbert described how KPEN adapted its transmitting equipment to permit the station to commence regular stereo broadcast service, while continuing with its background music service as well. "To obtain satisfactory results in multiplexing both stereo and SCA, the transmitter and antenna system must meet certain stringent requirements," he said.

"Every broadcaster has the direct responsibility to his audience to provide the highest possible standard of technical excellence in the transaction of stereo. The sound should be excellent, the production flawless, and the material compatible to the monophonic listener. . . . If properly handled, this new system could easily make fm broadcasting the dominant aural medium in the United States. It is up to each individual broadcaster to make sure that his stereophonic broadcasting meets the highest attainable standards."

The FCC has done its part to insure the highest quality of stereo by setting high standards for this new type of broadcast service and now it is up to the manufacturers and broadcasters to follow through, James E. Barr, assistant chief of the FCC Broadcast Bureau, told the stereo session.

Favorite ▪ The FCC favors stereo, he said, as another feature which will bring fm to the attention of the general public and perhaps increase the distribution of fm receivers in U. S. homes. Fm in its early days failed to achieve the prompt success its developers had anticipated largely because "its lesser virtues were overemphasized and its major virtues were overlooked." Fm's major virtues, he said, are the fact that its overage pattern is the same day and night and its ability to discriminate between signals even when they are broadcast on the same frequency.

These qualities, Mr. Barr said, make fm important in the modern trend of FCC thinking which calls for the licensing of more local community-type stations the am band cannot accommodate. The 4,000 am stations presently operating include many with small coverage areas and many daytime only stations.

The history of stereo fm and the way the FCC standards were developed were recounted by Harold L. Kassens, chief of aural existing facilities, FCC Broadcast Bureau, in the opening talk of the WESCON stereo session. Although the standards were not issued until April and fm stereo broadcasting has been permitted only since June 1, there are already 10 stations offering regular daily stereo programming and half a dozen more about ready to start this service. RCA has received type acceptance for its stereo broadcasting equipment and another manufacturer is ready to qualify, he said.

The problems of designing receivers to serve the stereo audience while enabling them to receive monophonic fm broadcasts without deterioration are many, but they can be overcome, Daniel R. von Recklinghausen, chief research engineer of H. H. Scott Inc., stated in a paper which described both the problems and their solutions.

Stereo fm innovation in new Zenith line

Complete new fm stereo line was introduced by Zenith Radio Corp. in Chicago last week with considerable interest shown by distributors in the new stereo multiplexer model MH910. This $99.95 unit can immediately turn every one of the country's 5 million non-stereo fm sets into a stereo system without a single interconnecting wire, Zenith claimed, emphasizing that it is not an adapter or a converter but a full fm multiplex receiver.

The new MH910 can be placed either to the right or left of the listener's present monaural fm receiver, Zenith explained, and by adjusting special speaker phasing and other controls on the unit it will produce either the left or right stereo channel in such a manner that a full stereo effect is produced in conjunction with the old monaural receiver. Two MH910s can be used for a stereo system also. The unit also will operate as a regular monaural fm receiver. A red indicator light automatically shows when a stereo station is tuned by the set.

Twenty-one other stereo fm receivers also were shown, some including record phonographs. Others were am-fm, combinations and console models in decorator cabinets. Prices range up to $895 for consoles including tv.

Technical topics...

New antenna ▪ WBNB-TV Charlotte Amalie, St. Thomas, V. I., has purchased an eight bay antenna from Jampro Antenna Co., Sacramento, Calif.

Record earnings ▪ Adler Electronics, New Rochelle, N. Y., has announced an all-time record for sales and earn-

D. P. Brother is really plugging in Providence!

Seems like everybody in Providence owns a car and/or a motorboat and/or a power lawn mower. What a market for spark plugs! Just ask the brains at the D. P. Brother Agency in Detroit.

And ask them what radio station they use to spark sales in this area. WICE gets the nod, naturally. WICE is the live wire station, the favorite of people on the go go go. WICE offers the perfect mix of music, news and public service programming.

Got a product you want to plug in Providence? Let WICE help you start a fire with live wire radio.

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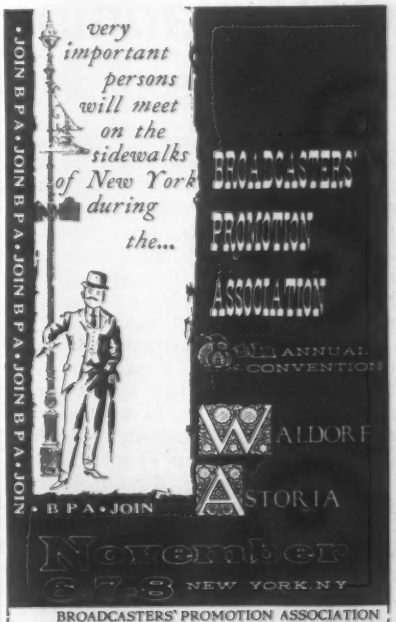
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ings for the fiscal year ended June 30, 1961, of $8,500,000 from the previous year's high of $3,643,000. Net earnings were in excess of $200,000 as compared with $17,000 the year before.

Push button or remote ▪ A Conelrad programer, designed to carry out the complete alert cycle automatically, has been placed on the market by General Electronic Labs., Cambridge, Mass. Under the name of Rust Conelrad Programer, the device either through push button or remote control causes the following sequence to occur: (1) carrier off, 5 seconds with a simultaneous disconnect of internal program relay, (2) carrier on, 5 seconds, (3) carrier off, 5 seconds, (4) carrier on and within .5 of a second a 1,000 cycle audio tone for 15 seconds. After a total Conelrad alert cycle of 30.5 seconds, the program relay disconnects from the Programer and returns to normal program line. The device sells for $179 for push button operation, and $199 for remote control operation.

New amplifier ▪ International Nuclear Corp., Nashville, has announced availability of a new video/pulse distribution amplifier for tv stations. Designated TDA2, the completely transistorized unit mounts in standard 19-inch racks and occupies 1¾ inches of panel space. The unit contains its own regulated power supply and draws 4 w power at 115 volts. Further details are available from the company at 501 Elysian Fields, Nashville 11, Tenn.

Tape winder ▪ Station engineers who have run into the problem of changing tape loops in tape cartridges—due to wearing out or injuries—have a new device available for use at the station. This is Broadcast Electronics' Spotmaster Tape Cartridge Winder, TP-1, selling at $89.50. The Silver Spring, Md., firm said the winder will handle all reel sizes and winds the specially lubricated tape into cartridge cases at 22½-inches per second. The device comes with a tape counter for $30 extra.

Specially designed ▪ Alpha Corp., division of Collins Radio Co., announces a new series of microwave relay transmitters and receivers specially designed for long-distance multi-hop transmission of color tv, monochrome tv and other broadband communications. Transmitter power outputs of 100 milliwatt and one watt are available in the 6-8 kmc range and 50 and 500 milliwatt in the 11-15 kmc range. The new receiver has a baseband frequency response of plus or minus 0.5 db from 50 cps to 8 mc. New systems may be used in frequency diversity, hot standby or non-standby configurations. For more information write: Alpha Corp., Box 1891, Dallas 21, Tex.

Admiral, Zenith settle

Admiral Corp. and Zenith Radio Corp., both Chicago, last week announced they have settled their patent differences out of court and now will cross-license one another. Zenith will license Admiral under patents covering a tv circuit which prevents picture rollover on sets in fringe areas. Admiral will license Zenith under patents covering an automatic record changer spindle and certain other phonograph and tv developments. Still pending in court is Admiral's appeal from a ruling that Admiral infringed Zenith's patents relating to wireness remote control of tv sets.

INTERNATIONAL

CTV planning moves into final stages

10½ HOURS SOLD ON CANADA'S NEW COMMERCIAL NETWORK

CTV Television Network begins operations across Canada with eight stations late in September or Oct. 1. It is committed to start with 10 hours of programming weekly and in mid-August had sold 10½ hours a week to national advertisers, although programs had not been completely set up and the schedule times were still flexible.

As the first competitive television network in Canada, CTV starts out with the requirement that half its programs must be Canadian or have Canadian content. This has ruled out the easier method of just using imported film shows, and has meant the building of programs in Canada and the purchase of some shows in British Commonwealth countries. These latter shows count as part of the Canadian content requirements of the Board of Broadcast Governors, the regulatory body.

Live Canadian programs are being produced at the eight stations which make up the network, and which own shares in it.

In the far west CHAN-TV Vancouver, B. C., will produce *Westcoast*, a variety show with participating national sponsors. At CFCF-TV Montreal, Que., a musical game, *Showdown*, will originate. At CFTO-TV Toronto, Ont., *Take A Chance*, quiz which has been used on Canadian radio and British television, will be produced, with Adams Brands Sales Ltd., Toronto (Chiclets and Dentyne) as sponsor through Baker Adv. Ltd., Toronto.

At CJAY-TV Winnipeg, Man., the quiz *Twenty Questions*, will originate, sponsored by Procter & Gamble of Canada Ltd., Toronto, through Ronalds-Reynolds & Co., Toronto.

Other Plans ▪ Two public affairs programs are expected to originate at other stations on the network. Similarly a weekly barn-dance type of show is planned from three different locations.

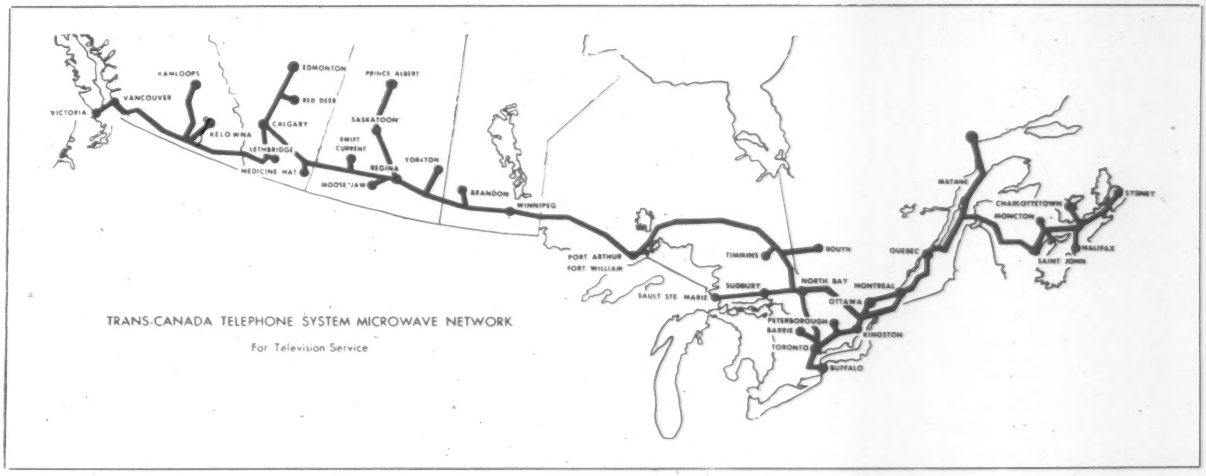
Some of these shows will be produced at other stations on the network, including CJCH-TV Halifax, N. S., CJOH-TV Ottawa, Ont., CFCN-TV Calgary, Alta., and CFRN Edmonton, Alta.

In addition, CTV will broadcast the hour-long *Sing Along With Mitch* from the U. S., the half-hour cartoon U. S. film *Top Cat* through Screen Gems Ltd., Toronto, U. S. film *Rifleman* for Procter & Gamble, the Australian film *Whiplash* for the same sponsor, and one-hour British Broadcasting Corp. film program *Inspector Maigret*. Selection of other imported shows has not yet been made.

The initial program schedule is "popular with a degree of balance" according to Michael Hind-Smith, national program director. It will consist of three hours of action and adventure programs, 90 minutes of quiz and game shows, three hours of music and variety programs, a possible one hour of sports, one hour of public affairs, and a half-hour of cartoons. News telecasts are not planned at present.

Delays Buying ▪ The advent of a second network in Canada has delayed final decisions on network and spot programming for the fall and winter months for all national advertising on Canadian television.

CTV network will not have its own production center, but instead, President Spence Caldwell explained, will use the $33 million of studios and equipment which Canada's eight stations had to install to obtain licenses as second stations in Canada's eight major markets. In addition CTV will draw on the resources of all the film distributors in Canada and the film production companies within the country. In the past year a number of U. S.



CTV Television Network Ltd., Toronto, Ont., Canada's second tv network, has made a seven year contract with the Bell Telephone Co. of Canada and affiliated provincial telephone systems for a reversible channel microwave network from Halifax to Vancouver. First stage will be ready by September 1962, from Toronto via Winnipeg, Calgary, Edmonton to Vancouver. Second stage via Ottawa, Montreal to Halifax is to be ready the following year. The Toronto-Ottawa-Montreal link will be in use this fall. The network will be operated in the beginning with east-west and west-east transmissions alternately. Later this operation will become simultaneous. The contract for the seven year period is estimated to cost about $11 million. It will utilize the 130 towers built by the Bell system both for its own use and that of the Canadian Broadcasting Corp.

and British film companies and broadcasting production companies have opened Canadian offices and production facilities. Mr. Caldwell hopes to have even more come to Canada.

He has assembled a staff of about 50 top-flight production, programming and sales personnel. These will be the staff of CTV network. They will supervise the production of Canadian programs and commercials, if necessary, from the vast pool of companies in Canada.

Extension Later ▪ Because microwave facilities are not yet available for a complete coast-to-coast second television network in Canada, CTV starts off with an initial three-station live network, CFTO-TV Toronto, CJOH-TV Ottawa, and CFCF-TV Montreal. Within 11 months the network will extend from Montreal to Vancouver, and by June 1963 to Halifax.

To facilitate operation of the CTV network when it has some programs which cannot be sent by tape to its various stations, until its own microwave network is ready, CTV has use of the Bell system in the mornings. Programs can be fed to the individual stations live from any of the originating stations in the mornings, taped at the individual stations for later telecasting. When its own microwave network is ready it will be reversible.

Mr. Caldwell will work out final details for the start of the network at a three day session starting today (Aug. 28) at Toronto, with executives of all eight stations, most of the CTV directors and officials of various production companies attending.

A few days later CTV moves its offices into a modern air-conditioned office building where it will have a complete floor at 42 Charles St. East. The offices will have a complex system of line and off-air monitors and a complete control room for auditioning and showing clients programs fed over the microwave network from the various stations. Equipment being installed is estimated to cost about $150,000, and includes close to 30 monitors from Conrac Inc., Glendora, Calif., and Canadian Westinghouse Co. Ltd., Hamilton, with Ampex of Canada, Toronto, supplying video-tape equipment.

CJOB-AM-FM changes hands

CJOB-AM-FM Winnipeg, Man., has been sold to Frank A. Griffiths of CKNW New Westminster, B. C., for $875,000. Approval for sale was recently given by the Board of Broadcast Governors at Ottawa.

CBS News shows get sponsor in Japan

CBS News programs will debut on Japanese television this month under the sponsorship of Japan Light Metal Works Ltd., reportedly the largest aluminum refinery and manufacturing company in the Orient. The regular once-a-week series will be launched with recent *CBS Reports* offerings.

The programs will be broadcast over the facilities of the Tokyo Broadcasting System (TBS) which this spring contracted to purchase from CBS Films most of the news and public affairs programming produced by CBS News during the coming season. TBS and the sponsor have titled the new series *This Is Your World* and have scheduled it in the Tuesday, 10:30-11 p.m. period.

Although the contract between CBS Films and TBS does not go into effect

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

until the fall, Japan Light Metal Works wanted to start the series in the summer. As a result, the company has purchased, for broadcast this month, the CBS News programs from the 1960-61 season. In the fall, *This Is Your World* will broadcast programs from the coming season's *CBS Reports, Twentieth Century, Eyewitness to History* and CBS News specials. News specials will be shown in their entirety, but regular 60-minute shows will be edited to 30 minutes.

According to a spokesman for Sekiya & Co. Ltd., CBS Films' sales representative in Japan, the *Your World* series marks the first sale of foreign public-affairs programming on a weekly basis to a commercial sponsor in Japan.

Meeting set on extra 2%

A joint committee of the Canadian Assn. of Broadcasters and the Canadian Assn. of Advertising Agencies will meet next month at Toronto to discuss a request by advertising agencies for a 2% cash discount in addition to the usual 15% commission payable on advertising placed on radio and television stations. The move for the 2% cash discount was started recently by a small Alberta agency, Natall & Maloney Ltd. of Calgary, which asked Alberta stations for such a discount in lieu of the discount that agencies pay stations only quarterly.

CAB at its annual meeting last March threw out a suggestion for raising advertising agency fees to 17%.

Abroad in brief...

Agencies join ▪ Toronto and Montreal advertisinga agency Pemberton, Freeman Bennett & Milne has gone into partnership with J. M. Mathes Inc. of New York. New name is Pemberton, Freeman, Mathes & Milne. The company currently bills over $2,000,000.

Firm absorbed ▪ Toronto station representative firm of Ontario Radio Sales has been absorbed by Air-Time Sales Ltd., also of Toronto. ORS manager Mike Mezo has been named a sales rep for Air-Time. CJRH Richmond Hill, Ont., and CJOY Guelph, Ont., ORS owners, have taken their time sales to Air-Time. Third ORS station, CHVC Niagara Falls, Ont., has not announced where it will take its business.

Canadian sponsors buy 'McCoys', 'Casey'

ABC Films Inc., New York, last week announced the sale of its U. S. tv network property, *The Real McCoys*, to Procter & Gamble of Canada, for 38 Canadian markets. ABC Films, owner of international syndication rights to the 52-episode package, made the sale to the advertiser directly. No agency was involved.

At the same time, the distribution company reported it had sold *Ben Casey*, hour-long series debuting this fall on ABC-TV, to Ford Motor Co. of Canada Ltd. and Colgate-Palmolive Ltd., on a national selective basis.

The two advertisers are represented by Vickers & Benson Ltd., and Spitzer, Mills & Bates Ltd., respectively.

Radio Eireann's tv starts

Test signals have been put out from the Kippure transmitter of the new Irish tv station, Radio Eireann. These signals, at half power, were seen throughout the Dublin area, and were received as far south as Limerick.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Frothingham

A. Michael Frothingham, vp, secretary and general counsel, Ted Bates & Co., New York, elected senior vp in charge of corporate affairs. **Larrabee M. Johnson,** associate general counsel and assistant secretary, elected vp and general attorney. **George W. Craigie** and **Thomas B. Grimshaw,** vps and account executives on Food Mfrs. Inc., account, Ted Bates & Co., New York, elected vps.

Bob Chaney, vp, BBDO, Minneapolis, named head, new-business operations, New York. **Henry See,** vp and account group head, BBDO, New York, succeeds Mr. Chaney.

James F. Ryan, vp and account supervisor, Donahue & Coe, New York, elected to board of directors.

Rupert Allan, formerly vp and member, board of directors, Arthur P. Jacobs Co., New York, pr firm, resigns to form own pr firm: Allan-Weber Co. Mr. Allen will direct the Beverly Hills office.

Herb West joins staff of Enyart & Rose, Los Angeles advertising agency. Mr. West, who for past year headed his own agency, will head E&R's Orange County office located at 1042 North Sacramento St., Orange, Calif.

Thomas J. Morton, account supervisor for Storm Advertising Co., Rochester, N. Y., appointed manager of company's Albany office.

Paul L. Farber, account executive for Stern, Walters & Simmons, Chicago advertising agency, appointed assistant advertising manager for Mogen David Wine Corp.

Gordon R. Fahland, formerly senior media buyer, promoted to media director Young & Rubicam Los Angeles. Mr. Fahland succeeds **George Allison** who resigned several months ago.

Al Cosentino, assistant traffic manager, Benton & Bowles, New York, joins Papert, Koenig, Lois, that city, as traffic manager. **Arnold Weinrib,** formerly with Donahue & Coe, that city, named assistant traffic manager.

S. A. Toroian, pr manager for Wabash Railroad, named director of newly established pr counseling service for Winius-Brandon advertising agency in St. Louis. **Cecilia M. Goetz** joins staff as assistant to Mr. Toroian.

Martin Ryan, media research supervisor at North Adv., Chicago, promoted to assistant media director.

Douglas E. Frey, formerly sales manager, food department, Procter & Gamble Distributing Co., Philadelphia, joins Salada-Junket Div., Salada Foods, Woburn, Mass., in similar capacity.

Lee Bleifeld, formerly with Edge Studios in Detroit, joins Zimmer, Keller & Calvert, advertising agency that city, as art director.

Mack Stanley, formerly art director, Young & Rubicam, New York, joins Geyer, Morey, Madden & Ballard, that city, in similar capacity.

Nancy Schutz, formerly with Knox Reeves Adv., New York, joins Kenyon

Daly to Revlon

Miss Daly

Kay Daly, formerly vp and creative director, Norman Craig & Kummel, New York, joins Revlon Inc., that city, as vp for creative services. Miss Daly, who was with NC&K for 12 years, worked on Revlon account there and created such promotions as *Fire and Ice* and *Cherries in the Snow*. At Revlon, she will work with advertising and merchandising departments in all areas involving visual presentations and will be responsible for coordinating writing for all departments.

& Eckhardt, that city, as copywriter.

Peter Mock, freelance artist, joins Guild, Bascom & Bonfigli, San Francisco, as print art director.

THE MEDIA

Henry F. Chadeyane, executive director of KETC (TV) St. Louis educational tv station, retires. No successor was announced. **Boyd W. Fellows,** program manager of station, will assume duties of general manager.

Harry H. Packard, general manager of KAPR Douglas, Ariz., named general manager of KROP Brawley, Calif.

Dave Taylor, general manager of East Texas Network, appointed general manager of KPRO Riverside, Calif.

Bob Roddy named general manager of KYOR Blythe, Calif. He previously was associated with KWIZ Santa Ana, Calif.

Mr. Wagner

George A. Wagner, executive vp of Earle C. Anthony Inc., operator of KFI Los Angeles, elected president and general manager succeeding late Mr. Anthony (BROADCASTING, Aug. 14).

Kenneth Delp, general manager of KLIN Lincoln, Neb., named general manager of KREO Indio, Calif.

John R. Callow, formerly with sales staff, CBS New York, joins Storer Television Sales, that city, as account executive.

Mike Pengra, formerly of KHFI (FM) Austin, Tex., appointed station manager of KAZZ (FM), that city. **Joe Dominey,** air personality for KNOW Austin, named program director of KAZZ.

James M. McMullin, formerly salesman, WGBB Freeport, New York, joins Advertising Time Sales, New York, as radio account executive.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, will receive the B'nai B'rith President's Medal, highest award given by that organization. The award, which is given for "distinguished and enduring contributions of a humanitarian nature," will be presented to Mr. Goldenson Nov. 14 at a New York banquet during the organization's 118th annual meeting.

Robert Knox, appointed to newly created post of director of broadcast standards and public affairs for WIBG Philadelphia. Mr. Knox has been with station since 1936, when he joined announcing staff.

Robert E. Newsham, formerly sales manager, WJZ-TV Baltimore, named manager, Detroit office of Television Advertising Representatives. Mr. Newsham is succeeded by **Robert Bryan,** formerly account executive, George P. Hollingbery Co., New York.

Mr. Newsham

Mr. Bryan

Barry Geoghegan, sales manager, WABC New York, named account executive, WABC-TV, that city. **John Kirk,** account executive, WABC-TV, appointed assistant sales manager.

Oscar Cornejo, account manager, international department, Cunningham & Walsh, New York, named sales director, WRUL New York, international short wave station. Mr. Cornejo was international manager, advertising and marketing department, Worthington Corp., that city.

John J. Reynolds, formerly acting director of special projects and information services, CBS-TV New York, named manager, public affairs, WNBC-TV New York.

Mr. Early

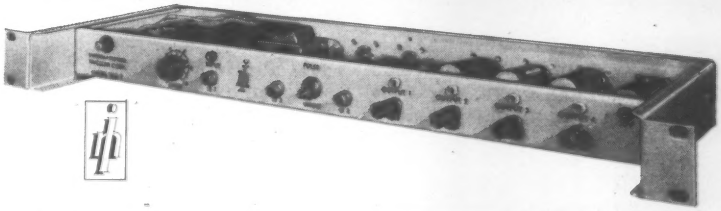
J. Michael Early, consultant for and advisor to WWL New Orleans for past 20 years, and labor relations consultant associated with Charles Logan of New Orleans, appointed acting manager of WWL-TV, that city, succeeding **Larry Carino** (WEEK'S HEADLINERS, Aug. 21, 14).

Thomas P. White, formerly on sales staff, Broadcast Time Sales, N. Y., appointed account executive, Adam Young

Richard S. O'Brien, director, audio-video engineering, CBS-TV, appointed director of engineering. **Kenneth B. Benson,** formerly manager, special audio-video systems, succeeds Mr. O'Brien, who has been with CBS since 1945, and has carried major project management responsibilities in creation of present CBS-TV studio plant. Mr. Benson has been with network since 1948.

NEW

THE TRANSISTORIZED TDA 2 VIDEO/PULSE DISTRIBUTION AMPLIFIER



This highly efficient and completely transistorized unit replaces all existing vacuum-tube types without alteration of cables.
Complete with built-in regulated power supply, the TDA 2 weighs less than 4 pounds, occupies only 1¾ inches of panel space, and draws only 4 watts of power! Has 4 independent outputs (internally terminated at 75 ohms).
PRICE: $325.00 each, f.o.b. Nashville. This is less than competitive tube models requiring external power supplies creating better than 100 watts of heat.
Write or wire for descriptive technical data sheet on the TDA 2.

INTERNATIONAL NUCLEAR CORPORATION

501 ELYSIAN FIELDS • NASHVILLE 11, TENNESSEE

*Circuit designed at WSM-TV, Nashville, Tennessee

Toastmaster International Winner

Johnny Carver, (r) air personality for KVI Seattle, Wash., receives plaque for taking top honors in Toastmaster International speech contest held recently in that city. Plaque was presented by **Bob Murray,** Toastmaster district governor. **Bob Cooper** (l), KVI program director and general manager **Bert West** look on.

Co., that city, station representative.

Albert Widmer appointed sales manager for WWL New Orleans. **Vincent Alletto** named program director and **Warren Brady** joins sales force.

Richard E. Charlton, account executive, Henry I. Christal Co., Chicago, station representative, named manager of office.

Gerry McGavick Jr., formerly senior sales service representative, NBC-TV, joins tv sales staff, Venard, Rintoul & McConnell, New York.

Long Fishback, account executive for KTLA (TV) Los Angeles, joins KHJ-TV that city in similar capacity.

Joseph Kronovich, account executive for WTCN Minneapolis, joins KEWB Oakland, Calif., in same capacity.

Mr. Kraeft

Norman Kraeft, consultant to George McGovern, special assistant to President Kennedy and director, U. S. Food for Peace program, appointed director, agricultural affairs for MBS in Washington, D. C.

Roy M. Aycock, formerly with WVEC Hampton, appointed program director of WBCI Williamsburg, both Virginia.

Roy Hansen joins KIXZ Amarillo, Tex., as farm director. **Maurine Hopkins** and **Dana Crowell** join station as account executive and traffic manager respectively.

Bob Levy, newswriter for KHOU-TV Houston-Galveston, Tex., promoted to producer-writer.

Robert F. Hudson, supervisor of general services for WBZ-AM-TV Boston, named assistant promotion manager for WBZ-TV, succeeding **Sheldon Saltman,** who joins WJW-TV Cleveland as advertising-promotion manager. **David Gregory,** sales representative for Continental Can Co., Cleveland, appointed to WBZ-TV sales staff. He succeeds **George Anderson,** who resigned to enter family business.

Bud Connell, manager of WFUN Miami, joins KXOK St. Louis as director of programming.

John Mounteer, program director and merchandising director for WTRY Troy, N. Y., appointed program manager. **Al Herskovitz,** continuity chief for past three years, named production supervisor and **Jack Ryan** named air personality.

Alfred Grosby, sales manager for WYSL Amherst, N. Y., appointed director of sales and sales promotion for WJJD Chicago.

Philip Leopold, formerly account executive, WINS New York, joins WABC, that city, as director, sales development and advertising.

S. James Matchett, formerly media director and manager, Mitchell & Horn Adv., San Francisco, joins sales staff, Robert E. Eastman Co., Chicago.

Jim Lucas, announcer on NBC-TV's *Concentration,* succeeds **Bill Cullen** as host on WNBC New York morning show.

Ernie Meyers, announcer for KOGO San Diego, named winner of 1961 California State Fair *Voice of California* contest.

PROGRAMMING

Paul Kasander, national sales director for Animation Center, appointed vp and director of sales for PGL Productions, tv and motion picture production firm in New York.

John H. Mitchell, vp in charge of sales, Screen Gems, New York, elected to board of directors. **Berton Schneider,** director, business affairs, elected assistant treasurer. **Alwin Zecha,** Far Eastern sales manager, has resigned.

John B. Spires, formerly general manager, foreign sales, MCA-TV, joins MGM-TV as director of European and United Kingdom sales. Mr. Spires will headquarter in Paris and coordinate all sales operations with MGM International.

Mr. Morrison

Richard Morrison, vp in charge of sales for Commercial Recording Corp., Dallas, producer of radio station jingles and musical advertising, appointed vp of Richard H. Ullman, Inc., distributors of radio station program and production services. Mr. Morrison will headquarter in company's new offices located at 3200 Maple St. in Dallas.

John Goetz, producer of NBC-TV's *Wide Wide World* series and network's New York staff producer for ten years, joins Wolper Productions, Hollywood as producer-director. **Sandy Howard,** formerly head of own tv production company in Hollywood, signed by David L. Wolper to join producer ranks of organization. **Arthur Swerdloff,** director of CBS-TV's *Report on Hong Kong,* has also been named director for Wolper Productions.

Howard Ross named executive in charge of program development for O & O Productions, Hollywood film producing company. Mr. Ross was formerly executive in NBC's program department.

Don Bruce Whitney, program director for WRIT Milwaukee, appointed to newly created post of national program director for Mars Broadcasting, Stamford, Conn., producer of station promotions and jingles.

William E. Tate, independent film consultant, appointed director of traffic and production controls for Fraser Productions, San Francisco film producer. **Jeanne Pedder** appointed controller and office manager.

Harry Randall, formerly writer, director and editor, Filmways, New York, named audio-visuals director, American Heart Assn., that city.

William G. Minnerly, formerly with Wilding Inc., Chicago film producer, joins Atlas Film Corp., Oak Park, Ill., as director-editor of tv and business films.

Tony Ford, formerly with Television Artists Corp., New York, and **Kenneth Martel,** who was with Willard Alexander Agency, that city, join tv division, General Artists Corp. Mr. Ford's primary responsibility will be with tv talent and Mr. Martel's with tv commercials.

Mr. Hough

Hal Hough, director, program services, CBS-owned tv stations, New York, elected vp, program services, CBS Tv Stations Div. From 1952 to 1958, Mr. Hough was program director for WCBS-TV.

Cran Chamberlin, creator-producer of ABC-TV *You Asked For It* series for nine years, named executive producer of new Jack Douglas Productions documentary series, *Keystone,* being produced for Ziv-UA *Documatics* project. Mr. Douglas' contract with Ziv-UA, with himself as narrator-host, calls for 39 episodes.

Ethel Terry, former casting director, *Play of the Week,* National Telefilm Assoc., N. Y., joins United Talent, that city, as agent.

Gerald Mandel, formerly senior pr account executive, Ruder & Finn, N. Y., joins Sterling Television Co., that city, as director, educational film division.

SMPTE Fellows

Elected as fellows of the Society of Motion Picture & Tv Engineers were the following among 18 elevated to that status: **John A. Flory,** Eastman Kodak; **Dr. Frank G. Back,** Zoomar Inc.; **Kenneth Blair Benson,** CBS Television; **Spencer W. Caldwell,** CTV Television Network Ltd., Toronto, Canada; **Kurt Singer,** RCA. SMPTE also issued its Journal Award to a team of RCA physicists for the outstanding paper published in the SMPTE Journal in 1960. The authors: **Edwin C. Hutter, John A. Inslee** and **Thomas H. Moore,** of RCA's Astro-Electronic Division.

EQUIPMENT & ENGINEERING

Roy A. Olerud, director of product marketing of distributor products division, International Telephone & Telegraph Corp., named general manager of industrial electronics division of Allen B. DuMont Laboratories, Clifton, N. J. **William B. Croxville,** head of product development engineering, electronic tube division of Sperry Rand Corp., appointed general manager of electronic tube division, Allen B. DuMont Laboratories.

Bernard M. Wootton, executive director, contract services for Page Communications Engineers, Washington, D. C., elected senior vp.

Frank E. Farnan, assistant to president and director of financial relations program for A. M. Byers Co., Pittsburgh, iron, steel and plastic products firm, named director of financial relations for Raytheon Co., Lexington, Mass.

David A. Negrey, regional manager for Hoffman Electronics Corp., appointed regional sales manager of Olympic Radio & Television Sales Corp., New York manufacturer of electronic equipment for home, industry and armed forces.

Robert W. Carr named manager of product development at Shure Bros., Evanston, Ill., manufacturer of microphones. He will also continue as manager of microphone development.

William R. Lesch, manager, plant personnel, RCA Victor Record Div., Rockaway, N. J., succeeds **Arthur Evans** as manager, plant personnel, RCA Electron Tube Div., Cincinnati.

INTERNATIONAL

Stan S. Wilson, technical liaison officer for CBC, appointed manager of network operations for CTV Television Network, Toronto. **Al Coyne,** advertising-promotion manager for merchandising business publications, MacLean-Hunter Publishing Co., named as head of promotion and publicity department of CTV network. **Richard F. Morgan,** assistant director of business affairs, CBS Films, New York, appointed director of business affairs of CTV network.

Rolfe Barnes, general manager of CJCA Edmonton, Alta., promoted to vp and general manager. **Ken Goddard,**

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retail sales manager of CJCA named general sales manager.

Lewis S. Roskin, general sales manager of CHED Edmonton, Alta., named general manager of CKLG North Vancouver, B. C.

William Brennan has formed Video-Ad Services Ltd., Toronto, Ont., to offer complete tv film service for advertising agencies and their clients.

Godfrey Hudson, Ontario legislative reporter of *Toronto Globe* and *Mail* and previously of CFQC Saskatoon, Sask., named news and public affairs director of CKEY Toronto.

Dave Penn joins CFAC Calgary, Alta., as assistant manager.

ALLIED FIELDS

Beryl Reubens, director of public affairs and coordinator of educational radio and television activities, Brandeis U., named director, National Library Week. In 1955 Mr. Reubens was manager, news and publicity, CBS-TV.

DEATHS

Charles B. Jordan, 51, president and owner of KFDA Amarillo, Tex., died of heart attack at his home in Fort Worth, Tex. Funeral services were held Monday, Aug. 21 in Fort Worth.

William R. Lewis, 68, former advertising and merchandising executive, Maxon Inc., New York, died Aug. 16 at St. Luke's Hospital, New York, following long illness.

Helen Heitt Waller, 47, director of Herald Tribune Forum, died Aug. 22 at Chamonix, France, of internal injuries received from mountain climbing. During World War II, Mrs. Waller joined Paris news staff, NBC, and later went to Madrid for NBC. Mrs. Waller was reportedly first outsider to broadcast from Spain since Spanish Civil War.

Helen Ainsworth, 59, motion picture, tv film producer and program packager, died Aug. 18 at her Hollywood home following long illness. She created and put together *Wild Bill Hickok,* one of first tv westerns, starring Guy Madison.

FANFARE

Youngsters visit zoo with Yogi and friends

More than 45,000 youngsters and their parents attended WTOL-TV's "Day at the Zoo" event, which spotlighted a live telecast of the day's proceedings on Aug. 15 (2:30-3 p.m.). The Toledo Zoo was officially renamed Jellystone Park (home of Yogi Bear) for a day and youngsters were treated to free movies in the park's indoor theater.

A tie-in was arranged with the Kellogg Co., sponsor of *Yogi Bear, Quick Draw McGraw* and *Huckleberry Hound* cartoon series on WTOL-TV, including the setting up of Jellystone express trains and Jellystone Ranger stations. The animal characters were in costume and paraded through the crowd.

Special guests of WTOL-TV were Fred Wilson, sales and promotion field representative for the Leo Burnett Co., agency for Kellogg; Verne Heeren, Gene Malone, Prem Kapur and Art Berla of H-R Television, representative for the station. In addition to the "Day at the Zoo" project, which is in its second year, WTOL-TV works with the zoo management on a year-round basis to stimulate interest through public service announcements and coverage of the zoo's other special events.

WBMD goes Stork-Clubbing

Country music programmer WBMD Baltimore chose the Stork Club in New York for a luncheon presentation earlier this month for agency media and research executives.

The WBMD audience was profiled for the New York group, and the area's country music listening explained. A special Pulse study was revealed. Also taking part in the presentation was Charles Bernard, a founder of Country Music Network (WBMD is a member). Weed is station's representative.

Some 'Gunn-play'

Official Films Inc., New York, is distributing a new promotion piece, in the form of a newspaper titled *Gunn World.* It capitalizes on a recent spot news development: Al Lanken, southern representative of Official Films, was aboard the Eastern Airlines plane which was

A moonlight cruise with Dame Chance

Some 200 timebuyers and account executives, from 54 new york agencies, were guests of WIP Philadelphia on a Hudson River moonlight cruise, cocktail party, and "gambling" session with stage money, Aug. 21.

Guests tried to increase the "$500" in gambling money they received when they boarded the boat. The black jack, dice, chuck-a-luck and roulette tables played to a full house all night.

Among black jack participants (above, clockwise): Paul Pheriault, Young & Rubicam; Marty Chapman, Ted Bates; Joan Stark, Grey; Jack Blomstrom, Campbell-Ewald; Bob Lewis, Edward Petry, and professional dealer.

At the evening's end, six prizes were awarded. Winners were Jeanne Tregre, J. Walter Thompson; John Curran, McCann-Erickson; Rachel Newman, Doherty, Clifford, Steers & Shenfield; Bob Rothman, Arkwright Adv., and Enid Cohn, Robert E. Wilson Adv.

Harvey Glascock and his WIP crew delivered a 15-minute sound and slide presentation on the station's personalities, music policies, news, public and community services and merchandising campaigns.

hijacked to Havana last month while he was planning a sales trip on behalf of OF's *Peter Gunn* series. The simulated newspaper treats the incident humorously with references to *"Gunn si,* Castro, No" and "Cuban *Gunn*-Man."

Coincidentally, the sample episode Mr. Lanken was carrying on the sales trip was entitled "The Long, Long Ride."

Operation diploma

A "stay-in-school" promotion, staged yesterday (Aug. 27) by WABC New York at the New York Coliseum, opened two weeks of effort to reduce the city's 45% high school drop-out rate. Stars from sports, radio, tv, movies and popular music entertained those youngsters who pledged to finish high school in a short letter to the station.

The "spectacular," co-sponsored by the City's Dept. of Commerce and Public Events, is part of a city-wide stay-in-school campaign. Taped announcements by teenage idols on the value of a high school diploma will be used on WABC and other local stations.

In the 1927 mood

KVOS-AM-FM Bellingham, Wash., turned back the clock last week to 1927 (the year it went on the air) with a long list of promotional activities heralding the change in its call letters to KGMI.

While Charleston dancers flittered away in the streets and old 1927 autos chugged their weary ways, the local citizenry was making the most of the festivities by purchasing items for 1927 prices, an agreement many local merchants made with the station. In turn, they (the merchants) made advertising hay by buying time on KGMI for the going rates in 1927. The station was sold out for a week.

To record Alaskan pioneers

A long-range plan to return the voices of Alaskan pioneers has been started by KNIK-FM Anchorage. Because much of Alaska's history has occurred in recent years, the station says, it is in a position to record the voices of those who made history in the 50th state.

KNIK-FM expects to take big strides toward accomplishing the feat next month at the annual Pioneers Convention. Tapes of the various pioneers are broadcast on the daily *At Home with Ruth Briggs* show.

$140,000 fanfare

KTLA (TV) Los Angeles, to promote its new fall schedule called "Programming for the Millions," will spend $140,000—divided among all media —and will augment that sum with 600 weekly spots of its own.

The station is buying 4,500 inches of newspaper advertising in four metropolitan papers—*Valley Times Today,* Hollywood *Citizen-News,* Pasadena *Independent,* Long Beach *Press Telegram* —in addition to 309 bus cards, 90 spots on KRKD Los Angeles, a 30 x 45 foot billboard at Hollywood and Vine Sts. and large-circulation local magazines.

Stars of many of the new shows will appear on ch. 5 during the campaign in person or on video tape.

Beef for timebuyers

More than 100 advertising agency broadcast buyers in New York have been getting twin prime angus sirloin steaks from "KTVT-land." The steaks highlight KTVT (TV) Fort Worth's promotion of the station's "new beef up" (increasing power by 25 percent and adding about 150,000 homes to the area served).

Agency people were told they could be sure to enjoy the prime beef as much as they'd be sure the station's programming in "prime time will deliver sales success."

Hand delivering the steaks to Joan Stark (l), Grey Adv., is "Miss KTVT." The packages of meat arrived at offices frozen and with usual time alloted for thawing, the steaks should have been ready for the dinner plate that day.

Drumbeats...

KING's barbers ▪ KING Seattle is collaborating with the barbers in that city in a promotion aimed at a captive male audience. The barbers keep their radios tuned to KING, which every day will salute a number of shops. The custom-

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1961-62 BROADCASTING YEARBOOK

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Washington 6, D. C.
New York—Chicago—Hollywood

September Publication
$4.00 per copy

ers in the saluted shops will receive free theatre passes, courtesy of the station.

Potato chip contest ▪ Lay's Potato Chips, sponsor of *Top Ten Dance Party* on WJBF (TV) Augusta, Ga., is conducting a Turnabout Tunes contest. Old hit records, with part of the chorus backwards, are being played. Viewers are asked to identify the songs and send in answers with a label from Lay's Potato Chips. First prize winner will receive a $100 shopping spree at a local market.

'Tops' in Canada ▪ CTV Television Network Ltd., Toronto, has distributed a card with plastic bottle tops and names of all its eight stations, to advertising agencies and national advertisers throughout Canada. The bottle tops carry the slogan "CTV Tops." Plastic bags with three bottletops are being left by CTV executives on desks wherever they go on their calls.

Making deals ▪ Jay Ward Productions, New York, made merchandising deals with 26 manufacturing companies for tie-ins with the production company's new half-hour animated tv series, *The Bullwinkle Show*, which debuts on NBC-TV Sept. 24. Fifteen of these are toy manufacturers; the rest are clothing, soap and book firms.

Pity for Phillies ▪ Hoping to lessen the hangover of the Philadelphia Phillies, fresh from a modern day baseball losing streak of 23 games, WIBG Philadelphia disc jockey Bill Jones offered a clock radio to the local ball player making the most hits in last Tuesday's game. WIBG's Jerry Stevens countered with an offer of a portable stereo record player to the first Phillies player hitting a home run.

WGR-TV Week ▪ To celebrate the 8th anniversary of WGR-TV Buffalo, Mayor Frank Sedita proclaimed Aug. 14-18 as "Channel 2 Week," heaping praise upon the station for its public service to the community during its years on the air.

Old fashioned fm ▪ Taking a page of yesteryear, WKLS (FM) Atlanta used an old car and a bevy of pretty girls to tell prospective and current sponsors the fm story in that city. The promotion even got a strong play on WLWA (TV), that city.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 17 through Aug. 23. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New am stations

APPLICATIONS

Burley, Idaho—Tel-Ad-Rad Inc. 1490 kc; 1 kw-D; 250 w-N. P. O. address 1416 Overland, Burley. Estimated construction cost $28,639; first year operating cost $32,000; revenue $40,000. Principals: **W. Keith Conner, Verl E. McBride, Herman E. Bedke** (each one-third). Mr. Conner has been chief announcer for KBAR Burley and owns alarm systems rental business; Mr. McBride owns one-third of lumber business; Mr. Bedke is attorney. Ann. Aug. 23.

Plymouth, Ind.—Van Wert Bcstg. Co. 1050 kc; 250 w D. P. O. address Marsh Bldg., Van Wert, Ohio. Estimated construction cost $28,115; first year operating cost $46,000; revenue $54,000. Principals: **Kenneth E. Kunze, Raymond M. Waldron** (each 25%); **George W. Wilson, G. Dale Wilson, Stephen S. Beard, Merle Knittle** (each 12.5%); all of whom own similar interests in WERT Van Wert, Ohio. Ann Aug. 16.

Larned, Kan.—Hoagland-Downie. 1510 kc; 1 kw-D; 500 w-CH. P. O. address 510 A Broadway, Larned. Estimated construction cost $21,000; first year operating cost $24,000; revenue $30,000. Principals: **Donald Hoagland, Marvin Downie** (each 50%). Mr. Downie owns music store; Mr. Hoagland has been chief engineer of KCLO Leavenworth, and announcer for KMUW-FM Wichita, both Kansas. Ann. Aug. 23.

Cozad, Neb.—Tri-Cities Bcstg. Co. 1580 kc; 1 kw-D. P. O. address Box 67, Cozad. Estimated construction cost $21,150; first year operating cost $36,000; revenue $41,000. **David F. Stevens Jr.**, sole owner, owns local newspaper and commercial printing firm and office furniture and equipment business. Ann. Aug. 23.

Milan, N. M.—C. M. Rouse. 560 kc; 500 w-D. P. O. address 1104 Peel Ave., Grants, N. M. Estimated construction cost $15,700; first year operating cost $24,000; revenue $31,000. C. M. Rouse, sole owner, is real estate broker. Ann. Aug. 23.

Mebane, N. C.—Al-Or Bcstg. Co. 1530 kc; 1 kw-D, 250 w-CH. P. O. address c/o Eagle Oil Co., Mebane. Estimated construction cost $25,719; first year operating cost $48,000; revenue $60,000. Principals: **W. A. Corbett, J. R. Marlowe, Roy Cox, Jr.** (each one-third). Mr. Corbett has interest in oil distribution firm; Mr. Marlowe is general manager and minority stockholder of WGWR-AM-FM Asheboro, N. C.; Mr. Cox is associate editor of Asheboro newspaper. Ann. Aug. 23.

Existing am stations

APPLICATIONS

KWUN Concord, Calif.—Mod. of cp (which authorized new standard broadcast station on 1480 kc, 500 w-D with DA) to make changes in DA pattern. Ann. Aug. 18.

WMOP Ocala, Fla.—Cp to increase power from 1 kw to 5 kw and install new trans. Ann. Aug. 18.

WDZ Decatur, Ill.—Cp to increase power from 1 kw to 5 kw, install DA-D and new trans. Ann. Aug. 18.

KSEK Pittsburg, Kan.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 18.

WAML Laurel, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 18.

New fm stations

ACTION BY BROADCAST BUREAU

Port Clinton, Ohio—R. W. R. Inc. Granted 94.5 mc; 6.7 kw. Ant. height above average terrain 164 ft. P. O. address 114 East Fifth St., Port Clinton. Estimated construction cost $18,800, first year operating cost $24,000, revenue $30,000. Principal is **Robert W. Reider** (51%). He is principal stockholder of Port Clinton newspaper. Action Aug. 16.

APPLICATION

Minneapolis, Minn.—Central Conservative Baptist Theological Seminary. 93.7 mc; 7.7 kw. Ant. height above average terrain 208 ft. P. O. address 2105 N. Fremont Ave., Minneapolis 11. Estimated construction cost $25,290; first years operating cost $8,000; revenue $15,000. Ann. Aug. 16.

Ownership changes

APPLICATIONS

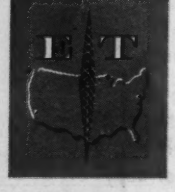
WOOO DeLand, Fla.—Seeks assignment of license from **Trio Bcstg. Inc.** to **Steven D. Potter, John W. Fitzgerald** (each 32.35%), **Edgar Backus, Otto J. Allen** (each 17.65%), d/b as **Polaris Bcstg. Inc.**; consideration $75,000. Mr. Potter is news director of WJIM-AM-FM-TV Lansing, Mich.; Mr. Fitzgerald is attorney and state senator of Michigan; Mr. Backus is associate news director of WJIM-AM-FM-TV; Mr. Allen is newsman and associate director of public affairs of WJIM. Ann. Aug. 23.

KBLI Blackfoot, Idaho—Seeks transfer of 65% of stock in **KBLI Inc.** from **Granite District Radio Bcstg. Co.** (present 100% stockholder) to **Alex Gold** (33%) and **Harry Wallerstein** (32%); consideration $45,200 ($2 per share). Mr. Gold owns 18% of KSHO (TV) Las Vegas, Nev.; Mr. Wallerstein owns furniture and appliance business. Ann. Aug. 21.

KTLE-TV Pocatello, Idaho—Seeks transfer of 65% of stock in **KBLI Inc.** from **Granite City Radio Bcstg. Co.** (present 100% stockholder) to **Alex Gold** (33%) and **Harry Wallerstein** (32%); consideration $45,200 ($2 per share). Mr. Gold owns 18% of KSHO(TV) Las Vegas, Nev.; Mr. Wallerstein owns furniture and appliance business. Ann. Aug. 21.

KDMI(FM) Des Moines, Iowa—Seeks assignment of license from **Ruth M. Crawford**, executrix of estate of Percy B. Crawford (deceased), to **Richards & Assoc. Inc.**;

EDWIN TORNBERG
& COMPANY, INC.



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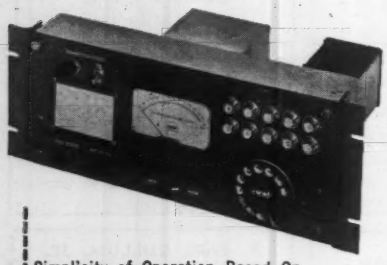

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consideration $10,000 and assumption of station's liabilities. Principals: **Donald A. Richards** (89.2%); **Thomas K. Davidson** (10%). Mr. Richards is present station manager of KDMI(FM); Mr. Davidson is real estate salesman. Ann. Aug. 16.

KASO Minden, La.—Seeks assignment of license from **Minden Bcstg. Co.** to **Harold R. Cook**; consideration $5,000 cash and assumption of liabilities. Mr. Cook owns advertising firm, 50% of real estate firm and has been manager of KMIN Grants, N. M. Ann. Aug. 23.

WHKP-AM-FM Hendersonville, N. C.—Seeks transfer of 61.25% of stock in **Radio Hendersonville Inc.** from **Beverly M. Middleton** to **Kermit Edney**; consideration $28,000. Mr. Edney is present 5% owner of WHKP and has 25% interests in two sign manufacturing firms. Ann. Aug. 23.

WKJF-FM Pittsburgh, Pa.—Seeks assignment of license and SCA from **Agnes J. Reeves Greer.** d/b as **WKJF** to **WKJF Inc.**, new corporation of which Mrs. Greer is sole stockholder; no financial consideration involved. Ann. Aug. 21.

KOLJ Quanah, Tex.—Seeks assignment of license from **Orville L. Jenkins** to **Fay Neel Eggleston** for $40,000. Fay Eggleston is announcer for KSEY Seymour, Tex. Ann. Aug. 21.

KVWO-AM-FM Cheyenne, Wyo.—Seeks assignment of license and cp from **The Great West Co.** to **Leo R. Morris** (22.22%), **Tosh Suyematsu, Norman Udevitz** (each 16.67%), **Carrol P. Orrison, Harry P. Ruckman, Jack Friedberg** (each 11.11%), **F. L. Whitehead, Richard L. Haag** (each 5.55%), d/b as **Cheyenne Bcstg. Inc.**; total consideration for am station $75,000; for fm cp $2,400 plus assumption of payments on balance of construction cost. Mr. Morris is manager of KVWO; Mr. Suyematsu is attorney; Mr. Udevitz is 55%, owner of advertising agency; Mr. Orrison is 25% owner of beer and soft drinks distribution business; Mr. Ruckman is 11% owner of Pepsi-Cola Bottling Co. of Cheyenne; Mr. Friedberg is life insurance agency manager; Mr. Whitehead has accounting practice; Mr. Haag is in public relations. Ann. Aug. 18.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that June 27 initial decision which looked toward granting application of Abilene Radio & Tv Co. for new tv station to operate on ch. 3 in San Angelo, Tex., became effective Aug. 16 pursuant to Sec. 1.153 of rules. Action Aug. 23.

■ Commission gives notice that June 29 initial decision which looked toward denying, without prejudice to consideration of comparable applications meeting all procedural and technical requirements, applications of Bloomfield Non-Profit Tv Assn. for temporary authority to operate three vhf tv repeater stations on chs. 2, 6 and 10 to serve Bloomfield, N. M., by rebroadcasting programs of Albuquerque, N. M., stations KOAT-TV (ch. 7), KOB-TV (ch. 4) and KGGM-TV (ch. 13), became effective Aug. 18 pursuant to Sec. 1.153 of rules. Action Aug. 23.

■ Commission gives notice that June 30 initial decision which looked toward granting application of Harford County Bcstg. Co. to change operation of WAMD Aberdeen, Md., from D only to unl., with DA-2, continued operation on 970 kc with 500 w, engineering condition, became effective Aug. 21 pursuant to Sec. 1.153 of rules. Action Aug. 23.

■ Commission gives notice that June 30 initial decision which looked toward granting application of Puritan Broadcast Service Inc., for new Class B fm station to operate on 101.7 mc, ERP 1 kw, ant. height 178 ft., in Lynn, Mass., became effective Aug. 21 pursuant to Sec. 1.153 of rules. Action Aug. 23.

INITIAL DECISIONS

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting applications of The James R. and Barbara J. Roberts Co. for new am station to operate on 1490 kc, 100 w, unl., in Indianola, Iowa, and Goldenrod Bcstrs. Inc., to increase daytime power of KBON Omaha, Neb., from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; each subject to interference condition. Action Aug. 23.

■ Hearing examiner David I. Kraushaar issued initial decision looking toward granting applications of WGRY Inc. (WGRY) Gary, Ind., and Prairie Radio Corp. (WPRC) Lincoln, Ill., to increase power from 500 w to 1 kw, continued operation on 1370 kc, D. Action Aug. 21.

■ Hearing examiner Asher H. Ende issued initial decision looking toward granting application of WIRY Inc., for new am

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 24

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,566	49	115	850
FM	857	62	192	138
TV	486[1]	60	88	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 17

	VHF	UHF	TV
Commercial	466	79	545
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

station to operate on 920 kc, 1 kw, D, in Lake Placid, N. Y. Action Aug. 18.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward revoking license of Leo Joseph Theriot for am station KLFT Golden Meadow, La., for willful misrepresentations and violations of commission rules. Action Aug. 18.

■ Hearing examiner David I. Kraushaar issued initial decision looking toward granting applications of Telegraph Herald to increase daytime power of KDTH Dubuque, Iowa, from 1 kw to 5 kw, continued operation on 1370 kc, 1 kw-N, DA-N; engineering condition; and Central Wisconsin Bcstg. Inc., to increase ant. tower height of WCCN Neillsville, Wis., and remove resistor, continued operation on 1370 kc, 5 kw, D. Action Aug. 18.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of Peach Bowl Bcstrs. Inc., to increase daytime power of KUBA Yuba City, Calif., from 1 kw to 5 kw, continued operation on 1600 kc, 500 w-N, DA-N. Action Aug. 17.

Routine roundup

■ By order, commission extended time for filing comments in proceeding on proposed amendments of Sec. IV of broadcast application forms and rules governing logging requirements from Sept. 7 to Oct. 2, and for filing replies from Sept. 18 to Oct. 23. This will afford additional time for Oklahoma Tv Corp. (KWTV-TV) Oklahoma City, Okla., who petitioned for extension of time, and others interested to make tests or "trial-runs" of proposed new requirements and to submit recommendations to commission. In so doing, commission "urges licensees to run trial tests and to recommend improvements in proposals, bearing in mind need commission has for meaningful reports as to operations of its licensees."

At same time, commission, at request of National Educational Tv and Radio Center, clarified scope of proposed rule making by stating that comments and replies from educational stations or from groups interested in educational broadcasing will not be expected, but reserved determination of steps to be taken with regard to forms to be filed and logging rules to be met by educational stations as to their past or proposed programming. Action Aug. 22.

■ Commission granted petition by National Assn. of Bcstrs., Federal Communications Bar Assn., and Assn. of Federal Communications Consulting Engineers and extended from Sept. 5 to Nov. 10 time to file comments concerning revision of fm broadcast rules; granted in part petition by WBEN Inc., and extended time for filing reply comments from Oct. 5 to Dec. 11. Action Aug. 18.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Magnolia Bcstg. Co. (KVMA) Magnolia, Ark., and extended to Sept. 15 time to reply to petition by Ouachita Valley Radio Corp., for enlargement of issues in proceeding on its application for new am station in Camden, Ark., et al. Action Aug. 18.

■ Granted petition by Radio Carmichael and extended to Aug. 25 time to respond to joint petition to intervene, reopen record remand and enlarge issues, filed by John T. Carey Inc. (KROY) and Cal-Val Radio Inc. (KXOA) Sacramento, Calif., in proceeding on Radio Carmichael's application for new am station in Sacramento, et al. Action Aug. 14.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Accepted petition by Seaway Bcstg. Inc. for acceptance of written statement referred to in Sec. 1.78(b) of rules, waived hearing, terminated proceeding and certified to commission matter of revocation of cp of Seaway for station WMPP Chicago Heights, Ill. Action Aug. 17.

■ Dismissed as moot petition by Broadcast Bureau for extension of time to file proposed findings and conclusions in proceeding on applications of Gila Bcstg. Co., for renewal of licenses of stations KCKY Coolidge, Ariz., et al. Action Aug. 16.

■ Upon request by applicant and with the consent of other parties, rescheduled procedural dates and rescheduled hearing for Oct. 16 in proceeding on am application of Louise E. and Gerald K. Mann (KTKR) Taft, Calif. Action Aug. 16.

■ Granted petition by Broadcast Bureau and extended to Aug. 18 time for all parties to file proposed findings and conclusions with reply findings due within ten days thereafter in proceeding on application of Robert B. Brown for new am station in Taylorsville, N. C. Action Aug. 15.

■ Scheduled oral argument for Sept. 5 on petition by Mel-Lin Inc., for leave to intervene in proceeding on am application of Andrew B. Letson (WZRO) Jacksonville, Fla. Action Aug. 15.

■ Pursuant to informal conference with all parties, scheduled oral argument for Sept. 18 on joint request by parties for action on applications by Coast Bcstg. Co., for new am station in Georgetown, S. C., et al. Action Aug. 14.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Inter-Cities Bcstg. Co. and extended from Aug. 17 to Aug. 21 date for reply findings in proceeding on its application for new am station in Livonia, Mich. Action Aug. 18.

■ Granted motion by Palmetto Bcstg. Co. (WDKD) Kingstree, S. C., and ordered that reply findings shall be filed in proceeding on its applications for renewal of license and for license to cover cps, on or before Aug. 24. Action Aug. 18.

By Hearing Examiner Millard F. French

■ On request of parties in proceeding on application of Cosmopolitan Bcstg. Corp., for new fm station in Newark, N. J., extended time for filing proposed findings and replies from Aug. 22 and Aug. 29 to Aug. 29 and Sept. 6. Action Aug. 18.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Kent-Ravenna Bcstg. Co., Kent, Ohio, and extended to Aug. 25 the time for filing replies to petition by Portage County Bcstg. Corp., Kent-Ravenna, Ohio, for leave to amend its am application which is consolidated for hearing. Action Aug. 18.

■ Granted request by Portage County Bcstg. Corp., Kent-Ravenna, Ohio, and extended to Aug. 8 time for filing opposition to petition by Joseph P. Wardlaw Jr., Canton, Ohio, to add Evansville issue in proceeding on their am applications which are consolidated for hearing. Action Aug. 17.

■ Granted request by applicant and extended from Aug. 14 to Sept. 15 date for filing proposed findings of fact and conclusions and to Sept. 11 for responding to "Statement by Broadcast Bureau in Lieu of Proposed Findings and Conclusions," and on own motion, extended from Aug. 28 to Sept. 20 time for filing reply findings in proceeding on application of Tv Corp. of Michigan Inc., for new am station in Jackson, Mich.

By Hearing Examiner David I. Kraushaar

■ Granted motion to reopen record by Marietta Bcstg. Inc., in matter of mod. of license for station KERO-TV (ch. 10) Bakersfield, Calif., reopened record, scheduled further hearing for Sept. 1 for presentation of engineering evidence by petitioner's consulting engineer, Robert Hemmett, and ordered that proposed findings of fact and conclusions of law on phases of this case which have already been covered, which were originally due (by stipulation of parties as approved by prior order) on Aug. 14 but extended at request of commission's Broadcast Bureau until Aug. 28, shall remain due no later than Aug. 28. Action Aug. 17.

■ Granted petition by Broadcast Bureau and accepted its proposed findings and conclusions submitted one day late in proceeding on applications of WGRY Inc., for new am station in Gary, Ind., et al. Action Aug. 14.

By Hearing Examiner Jay A. Kyle

■ Denied petition by Burlington Bcstg. Co. to enlarge issues in proceeding on its application for new am station in Burlington, N. J., et al. Action Aug. 18.

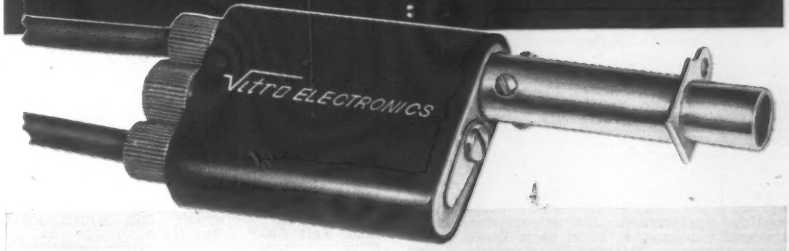
■ Upon request by James V. Perry, extended from Aug. 18 to Aug. 31 date for exchange of further engineering exhibits and continued evidentiary hearing from Sept., 6 to Oct. 17 in proceeding on Mr. Perry's application and that of Quests Inc., for new am stations in Grove City, Pa., and Ashtabula, Ohio. Action Aug. 17.

■ On own motion, rescheduled hearing for 2 p.m., in lieu of 10 a.m., on Sept. 18, in proceeding on applications of Burlington Bcstg. Co., Burlington Country Bcstg. Co., and Mt. Holly-Burlington Bcstg. Co., for new am stations in Burlington, and Mt. Holly, N. J. Action Aug. 14.

Continued on page 99

SELF-NORMALLING JACK

NEMS-CLARKE TYPE 999*



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*Patent applied for.

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

General manager for new southern radio station in growing small town market; excellent opportunity for young man with experience in sales, production, news. Profit sharing. Write fully Box 566G, BROADCASTING.

General manager with local, regional and national sales ability. Absolute know-how, experience necessary. Take complete charge of operation. Guaranteed salary in five figures. Station in urban area of top 25 markets, expecting power increase this year making it equally competitive with all others in market. Send complete resume to Box 577G, BROADCASTING.

Manager strong on sales for new major market northeastern station. Unusual opportunity to grow with new group owned station. Box 591G, BROADCASTING.

Southern group—top-rated metro stations—expanding—seeking two potential managers as salesman—30-40, married. Guarantee—moving—rapid advancement for creative producer—area applicants preferred. Send photo—resume. Box 629G, BROADCASTING.

Experienced Mgr. or sales mgr., regional northeast. Small market must be strong on sales. Box 684G, BROADCASTING.

General Manager for radio and television stations in medium sized midwest market. Sales background essential. Both radio and television stations are number one. Excellent opportunity for right person. Box 685G, BROADCASTING.

Manager for remote studio. Strong on sales. Some air work. Sports experience helpful. Developed market. Box 741G, BROADCASTING.

Manager—experienced country-western operation. Large metropolitan eastern market. Young, aggressive ownership. Box 768G, BROADCASTING.

Sales

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Only station in mid-west city of 20,000 needs clean cut salesman to complete sales staff of three. Box 572G, BROADCASTING.

Live in beautiful south Florida and earn top income. Number one radio station accepting applications for experienced and aggressive salesmen. Must have three years sales experience in radio or television. Send resume and photo. Box 670G, BROADCASTING.

High rated Boston station offers conscientious salesman $200 weekly. Agencies and direct list. End of first year you should be making $300 weekly or we sever connections. Box 646G, BROADCASTING.

5000 watt New York State station seeks experienced salesman with ideas. Liberal commission, on air accounts to start and bright future for right man. Send resume to Box 694G, BROADCASTING.

Top notch salesman wanted for Chicago radio station. Excellent potential to earn big money. Salary and commission. Apply only if you have the drive necessary to earn top dollar. Box 732G, BROADCASTING.

Experienced in radio sales. Must be self starter and able to close. Top station in east coast medium market. Offer salary and percentage. Box 742G, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesman—large metropolitan area. New Management. WSOQ, No. Syracuse. Box 769G, BROADCASTING.

Salesman, wanted for well established midwest am station in growing market. Excellent working conditions. Salary and bonus; health insurance. Opportunity to advance. Send picture, background experience. Box 795G, BROADCASTING.

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10,000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

$350.00 plus commission. Call Jack Powell, KVON, Napa, California. BAldwin 6-2023.

Alaska, salesman for radio/tv and Muzak wanted, small market, salary and commission, write KINY, 231 S. Franklin St., Juneau, Alaska.

Hi-flying go-getters needed by w-HI-h. Tightest, most talked about production in Tidewater. Chance to join hi-flying Elliot chain if you have a desire to make money and advance to responsible executive position. Send complete resume and late snap shot to Earl Harper w-HI-h, 731 Boush St., Norfolk, Va.

AM-FM—Soon to be "Baltimore's First Stereo Station"—interested in expanding sales staff-producer has future. Earnings commensurate with experience. Contact Charles Gerber, WAQE, 26 W. Pennsylvania Avenue, Towson 4, Maryland.

Staff additions. Pennsylvania group operation is planning staff enlargement and additions at two locations. Interested announcers and sales personnel contact Steve Fishbein, Program Director, WMAJ, State College, Pennsylvania.

Good salary, plus commission on every dollar, insurance benefits, business expense reimbursement, other benefits for experienced, energetic advertising salesman with future in mind. Organization owns several radio stations and builds several stations as consultants annually. Openings, Denver and other intermountain cities immediately. Promotion to sales manager and manager based on proved success with us. Send complete resume to North America Broadcasting Company, 366 South Fifth East, Salt Lake City, Utah.

Announcers

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume. Box 962F, BROADCASTING.

Announcer with first class ticket needed by Mountain States area station. Maintenance required on 1,000 watt operation. Must be able to announce for adult programming. $400.00 salary range. Send tape and background. Box 692G, BROADCASTING.

Announcer-engineer, experienced in both departments. Indiana medium market. Box 696G, BROADCASTING.

Experienced morning man with production skill and ideas. Medium market, Lower Lakes. Box 697G, BROADCASTING.

First phone personality for Ohio station on Lake Erie. Work either morning or afternoon. Rush photo, resume and tapes which will be returned. Box 652G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted by Ohio 1000 watt AM station. One announcer or one first class engineer-announcer. One full time salesman. Box 653G, BROADCASTING.

First phone. Some experience desired. But beginners considered. Rush tape and resume. Box 713G, BROADCASTING.

Top power station in growing Southwest market has opening for afternoon male personality with proven record. No rock and roll. Send audition, background and photo first letter to program director. References will be checked. Box 750G, BROADCASTING.

"Number one announcer for number one station in growing midwest city, permanent. Maturity, dependability, and pride in quality performance utmost importance. Top personal and radio references. This ad appears only once." Box 756G, BROADCASTING.

"Ayem" humorous deejay to replace one we may lose to service. Adult music station in major market fringe. Funny but not silly, run own board. Many benefits. Send details, salary expected, and tape to Box 765G, BROADCASTING.

Montana network station needs quality first phone announcer. Excellent opportunity for experienced man to join solid operation. Forward resume including character and credit references. Box 782G, BROADCASTING.

Virginia full time network station needs announcer. Will consider beginner with potential. Tape and resume first letter. Box 786G, BROADCASTING.

Nation's highest rated chain has opening for bright and aggressive afternoon traffic D.J. Must have warm and happy personality, with emphasis on tight production. Send tape, photo and resume, including references. Box 790G, BROADCASTING.

Pleasant adult voice with radio experience for nighttime fm good music station. Capable of doing some play by play sports and also opportunity for some sales plus commission. Box 797G, BROADCASTING.

You may never have breathed the pure, dry air of El Paso in your life. But, from the first word you utter through a KIZZ microphone, you will be the most talked-about personality ever to appear on the radio in West Texas. You will not have to spend half a lifetime building a name for yourself, because we have already built a name for you. We have been giving you an advance build-up for months, and you will step right in and capture the audience that is waiting for you. If all this sounds intriguing to you, if you have imagination, initiative and the ability to operate a fast board for a major-market CBS affiliate, if you have an unusual delivery, if you can listen to management's orders and use your own head at the same time, send us a tape and intrigue us as we have intrigued you. Do the tape as you do a commercial for yourself. Sell yourself to us. If you are a tramp, an alcholic or a drifter, do not bother to reply. We are looking for a solid man whom we can depend on. If you have engineering or sales inclinations, so much the better, but these qualifications are not essential. If your tape impresses us, we will send you an offer based on the selling job you have done on us, and you will be prepared to join us within 30 days. Address your tape and/or letter to Me and Norman, P. O. Box 5365, El Paso, Texas.

Help Wanted—(Cont'd)

Announcers

Expanding Staff: Need experienced announcer—salesman—good salary plus commission. KGRL, Bend, Oregon.

Newsman's newsman for swinging, powerful, persuasive department. Mature voice and presentation. Now. KSTT, Davenport, Iowa.

Alaska—top rated 5 KW. Good pop. Experienced DJ, plus news. $700 mo. start. No beginners. KHAR, Pouch 7-016, Anchorage.

Opening for good announcer who wants to settle in one of the nicest towns in America. Wonderful climate near Sequoia and Kings Canyon National Parks. Must be able to type and do production spots. KONG, Visalia, California.

Experienced radio announcer. Knowledge of classical music helpful but not necessary, wonderful climate, good schools, clean community. If you are now in Arizona, New Mexico, Colorado or Utah send complete details to KRSN, Los Almos, New Mexico.

Immediate opening for experienced announcer desiring extra income through sales. KTFI, Twin Falls, Idaho.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

W.B.M.I.—FM., needs operator, announcer, copy-writer. Send tape and resume to WBMI, Radio Mountain, Meriden, Connecticut.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Opening September 1st. WCNL, Newport, New Hampshire.

Combo man, announcer with first phone, no maintenance required. Send tape and resume. Immediate opening. For personal interview call Ken Spengler, WCVS, Springfield, Ill.

Experienced dj for CBS, top rated good music station with television affiliate. Air mail audition tape with DJ show, commercial production spots, news and complete background, picture, salary requirements and any television experience or desires. Carl Hollberg, WDBO, Orlando, Florida.

Experienced staff announcer for 40 hour 5 day shift in Northwestern Pennsylvania adult music format station. Send tape and salary requirements to William M. Winn, Program Director, WESB, Bradford, Pa.

Five thousand watt daytimer wants "good" news and commercial announcer start at $100 a week. No dj's need apply. Personal interview will be required before hiring. Apply H. N. Thayer, WGHQ, Box 427, Kingston, N. Y.

"Top-flight," experienced announcer for vacancy due to staff promotion. Good salary and chance to advance. Send tape, picture, biography 1st letter to Mgr. Joe Butler, Box 663, Kalamazoo, WKLZ.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Excellent opportunity for bright, sharp morning man. Immediate opening. Beautiful college community situated in recreational tourist area. Better than average salary. Send tape and resume to James McDonald, WMGW, Meadville, Pennsylvania.

Wanted: Combo man, first ticket essential. Limited maintenance. Middle of road music station. Send tape, resume, WRIG, Wausau, Wisconsin.

Good announcer with first phone, capable of routine maintenance ideal working conditions with adult station in southeast Florida. Resort area. $450 monthly plus free waterfront home. WSTU, Stuart, Florida. Les Combs.

Help Wanted—(Cont'd)

Technical

North Carolina daytimer needs chief engineer with announcing secondary. Experience necessary. Box 752G, BROADCASTING.

Daytimer needs chief engineer-announcer. Announcing secondary. Prefer man who has done installation. Small market in North Carolina. Box 753G, BROADCASTING.

Excellent staff opening for chief as combo —experienced announcer, good at maintenance. Must have best work references and be seeking small community life away from pressure. Well-managed 250W Colorado Network outlet. Box 754G, BROADCASTING.

Chief engineer needed for midwest 5 kw directional station. $575 per month plus fringe benefits. Minimum 4 years experience as chief. Box 794G, BROADCASTING.

Tired of the rat race? Need combo man first class ticket that likes to fish on time off. Relaxed radio station. KFDR Grand Coulee, Wn. Immediately.

Studio techs, combo studio-transmitter techs. For new UHF, in California's beautiful San Joaquin Valley. Please submit complete resume in first letter. KICU-TV, 1111 Market Street, San Francisco.

Chief engineer—suburban Chicago. 5 KW 6 tower am. 180 KW-FM. Two multiplex channels. Immediate opening. Permanent position fast growing station. Both transmitters new. Station under same ownership-management as when established 16 years ago. Complete details including salary requirements first letter or phone call. E. A. Wheeler, WEAW, Evanston, Ill., UN 4-7600.

Need chief engineer immediately. Good salary and benefits plus good working condition. Contact WKAL, Rome, New York.

Production—Programming, Others

Experienced radio copy man. Must be able to take over copy department and have ability to write with ideas. Will be expected to service select accounts. Box 727G, BROADCASTING.

Organist wanted. Man or woman, theater experience preferred, to play Wurlitzer unified, 32-stop theater organ on television and radio. Must be able to read, sight-read, transpose, chord-out and play background, accompaniment and solo work. Salary open. Write Kenn Barry, KSTP, Inc., 3415 University Ave., Minneapolis, Minn.

Top flight major market indie has immediate opening for hard-hitting newsman. Number One station with 7-man news staff serving 4-city metro market. Prefer young aggressive newsman with newspaper or wire service experience. Will consider others. Top salary. Send letter with full background, references and audition tape to WGH Radio, P. O. Box 98, Newport News, Virginia. All tapes returned.

Experienced and aggressive program and audience promotion man to work with our sales promotion staff in radio and television. Full particulars in exchange for your resume, snapshot and requirements addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

Wanted, topnotch news man, good on fact digging, wire re-writes, voicing, who also can handle fast paced disc show. Big ten market, starting salary $125 week. Prefer young, eager, versatile, all around type who wants to advance. Send resume, tape, sample of news writing to Box 814G, BROADCASTING.

RADIO

Situations Wanted—Management

Combination manager-sales manager team looking for "sick" station on West Coast. Available in early Sept. Success story speaks for itself. Write Box 787G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager-commercial manager. Presently employed in south. Strong sales and profit record. Excellent references, background. 20 years experience. Wire or write Box 792G, BROADCASTING.

Currently president, general manager and sales manager. Radio station being sold. Must relocate. Young 49. Vast capabilities. 28 years radio experience. Reliable, aggressive, civic-minded. Prefer city 50,000 and up. Box 726G, BROADCASTING.

Sales manager or station manager. Fifteen years experienced in broadcasting sales, sales management and station management. Includes ten years in tv. Thoroughly qualified in all phases of station operation. Strong on national sales. Excellent references. Box 744G, BROADCASTING.

All around General Manager available immediately. Stock-ownership change. Nine years present market. Civic minded-honest-stable-family man. References. Will invest for interest. Confidential. Box 759G, BROADCASTING.

Manager—present station 3 years as manager. 13 years in radio-sales, production, copy, programming, board, news and administrative. Want small market station. Will accept stock as part of salary upon my proven performance. Box 760G, BROADCASTING.

General Advt. Mgr. Strong in sales-promotion-publicity; travel anywhere. Interested in top-level sales-management or sound syndicated selling program . . . radio or tv. Box 764G, BROADCASTING.

Attention—absentee owner of small, medium radio station. Two young, energetic, experienced, creative, college trained, and married radio men, experienced in all phases of radio. Will pump new life blood into a lagging operation. Partial payment in stock. Prefer Rocky Mountain west, will consider others. Box 804G, BROADCASTING.

Radio veteran soliciting manager, assistant manager opportunity with solid organization. Mature, healthy, energetic, no personality quirks. Inquiries handled discreetly. Location open. Box 805G, BROADCASTING.

Working manager, now in So. Carolina, proven sales and management record desires small or medium market station from Maryland to Florida. Have first phone—Anncr. available. Box 813G, BROADCASTING.

Wanted: Permanent home for versatile talent. Twenty-two years all phases Electronics and Broadcasting. Productive results managerial, sales, programming, "on mike," all catagories engineering. Looking for medium or small market station, with or without video, where results pay off in dollars and future. Prefer New England or West Coast but will consider all. Reply Box 817G, BROADCASTING.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top pop artists—all labels—mailing 3 times a week—one month trial. No obligation. T. R. Productions, 830 Market, San Francisco, California.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

See "wanted" under management.

Salesman. Personable, good appearance, diligent, mid-30s. Will locate. Box 669G, BROADCASTING.

Station manager 16 years. Strong on local and national sales. First class license. Excellent references. Box 705G, BROADCASTING.

Presently employed manager, small market, desires to relocate in larger market southwest or west coast in sales capacity. Excellent sales record and references. Box 775G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

See "wanted" under management.

Negro announcer—d.j. married — college bright happy sound—double as newscaster, fast broad—seeks permanent position. Box 661G, BROADCASTING.

Sports director, play by play football, basketball, baseball. Finest references. Box 710G, BROADCASTING.

Young combo man w. 1st phone. Limited experience. Prefer small town. No C & W. Available after September 10. Box 751G, BROADCASTING.

Profits? Personality? Versatility? Yours! Experienced, conscientious d.j.—any good area! Box 755G, BROADCASTING.

Announcer: Strong news. Production commercials. Excellent music presentation. Not a screamer. An asset to your staff. Experienced. Medium to large market only. Box 758G, BROADCASTING.

Announcer, twenty years old, reliable, will complete nine weeks as a summer substitute by end of September. Favors east coast position. Interested in TV. Audition tape on request. Box 770G, BROADCASTING.

Good commercial and news voice. Experienced station and agency copywriter. Prefer quality, adult programming station. Mature. References. Copy and/or tape on request. Box 771G, BROADCASTING.

Happy personality DJ. Presently mornings as wake up "smiling" man. 7 years. Top 40 or middle music, either way. Now at $130. Box 772G. BROADCASTING.

DJ, seven years experience, knows music, prefer northeast. Family. Box 773G, BROADCASTING.

Wanted: Sales & board shift—Central or Southern Calif.—morning type. Box 743G, BROADCASTING.

Personality-engineer air "Comedy Team." Fourteen years experience. Last eight years number one 50,000 watt market. Engineer-combo, first ticket. Tape available. Box 776G, BROADCASTING.

Attention Florida! Veteran DeeJay with 1st. ticket now available. Salary reasonable. References good. Personal interview only. Box 778G, BROADCASTING.

Young man seeks start in radio. Privately tutored in speech, broadcasting school, college, third phone. Box 779G, BROADCASTING.

Experienced announcer, married, desires permanent position with responsible eastern station. Strong news and sports. Tight board work. Copywriter and production. Box 788G, BROADCASTING.

"Southern Calif." Morning type. Also write, sell part-time . . . versatile. Box 793G, BROADCASTING.

Top rated morning DJ with production know how seeks sound future with progressive metro. Box 796G, BROADCASTING.

Announcer, 5 years experience, looking for step up. Strong DJ, news, play by play—all sports. Box 798G, BROADCASTING.

Young, single, recent announcer school grad, seeks start. Knows thoroughly Dee Jay, news and commercial delivery. Can run own board. Salary and area no object. Tape on request. Box 801G, BROADCASTING.

Experienced, currently with suburban NYC station. Seeking position in a metropolitan area. Can build and hold audience. State pertinent information in response. Box 806G, BROADCASTING.

Announcer, good appearance, strong news, commercials and DJ, college and travel, board operator. Good voice personality. Box 807G, BROADCASTING.

DJ, with personality, newsman who writes, edits, delivers good newscast. Needs job in NYC area. Box 808G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ, experience, do combo. Want to settle. Will send tape on request. Box 809G, BROADCASTING.

Announcer, looking for a start, can handle news comm., and DJ work, will travel. Box 810G, BROADCASTING.

Announcer, looking for an opportunity, expertly trained, sales knowledge, radio personality, top 40, married. Tape and resume available at your request. Box 812G, BROADCASTING.

D.J. Newscaster, live bright, modern sound. Tight format. Experience, not a floater. Box 811G, BROADCASTING.

Weathergirl, experienced in major market. Professional member American Meteorological Society. Box 816G, BROADCASTING.

Young D.J. needs work immediately, tight board, experienced top 40 or otherwise—prefer top 40. Contact Lee Leslie c/o WMLP, Milton, Pennsylvania.

Stop . . . look no more! Bright, energetic, creative D.J.-production-program director available on or before September 20. First phone (no maintenance), 23, draft-exempt, 7 years experience including Storz and McLendon background. Buz Baxter, 6717 Latta, Dallas, Texas. EVergreen 1-6589.

Negro announcer, first phone, beginner. Solomon Brown, 5950 N. 16th St., Philadelphia 41 Pennsylvania.

Negro news announcer and D.J. Expertly trained. College and Army experience. Robert McKinney, 4294 Larchmont, Detroit 4, Michigan.

Beginning announcer with first phone and limited experience interested in Florida and surrounding states. Bob Mundy, 1250 Emeralda, Orlando, Florida.

Mature radio tv veteran seeks permanancy as announcer—P.D.—Copywriter and flash on sales. Mr. John Paras 433 Hampton Court Falls Church, Virginia.

Technical

See "wanted" under management.

1st. phone wants good permanent job. Twelve years experience all phases AM-FM studio and transmitter maintenance. Engineering only—no anouncing please. Box 655G, BROADCASTING.

Experienced 1st. class phone seeks permanent position at radio station, no announcing. Box 668G, BROADCASTING.

Wanted: C. E. position with or without announcing. Can wait for two or three months. Family man that prefers Minnesota. Resume write Box 686G, BROADCASTING.

First phone. Strong maintenance. Want to get into announcer-d.j. end. Gulf Coast-Florida area. Box 740G, BROADCASTING.

First phone, 4 years experience AM transmitters, married, desire permanent position in Broadcasting in N. E. or N. Y. S. Box 747G, BROADCASTING.

Chief engineer, 20 years experience from low to high power including directionals, last 10 years with leading 50 KW. Desire to relocate in upper midwest. Box 789G. BROADCASTING.

Looking for position as responsible or chief engineer. Presently chief of 1 KW daytimer. RCA grad., ham. Richard Aronson, 41 Second Ave., Kingston, Penna., BU 8-5918.

Combo work or straight technical. First phone, Grantham graduate, some college, year of control board and announcing experience. Mature, clear diction, willing to work. Washington area only. Barton Bruins, 1101 3rd. St., S.W. Washington 24, D. C. 347-6882.

Situations Wanted—(Cont'd)

Production—Programming, Others

See "wanted" under management.

Record librarian desires position with NYC station. Thoroughly experienced in all phases of recording industry and the classification and catagorizing of records. Box 714G, BROADCASTING.

"Beautiful music" format and experienced program director. Available immediately. Midwest. Box 745G, BROADCASTING.

Competitive, aggressive young man in broadcasting. Thoroughly familiarized with most studio operations. Presently creativity talents not being utilized. Seeking position in accordance with performance and ultimate ambitions in production and programming. B.A. degree. Resume available. Box 746G, BROADCASTING.

Aggressive business school graduate, experienced in radio programming. Desires position as announcer or in programming. Box 761G, BROADCASTING.

Program director and production manager with eleven years experience. Top rated DJ in every market. Journalism college graduate, strong on news and sports. Ready for bigger market, better pay. Box 780G, BROADCASTING.

Program-Production manager. Seek large or small station needing man to take charge of programming. Ten years experience. College. Impressive record. Strong on music programming, spot production, new ideas. Box 781G, BROADCASTING.

Basic working newsman. Adult staff. Sterling personality "round the clock." Box 815G, BROADCASTING.

Experienced. Copywriting, traffic, children's shows. Want opportunity in commercial radio. Prefer South. References. Sara Tozer, 10006 Grandville, Detroit, Michigan.

TELEVISION

Help Wanted—Sales

Radio/tv salesman—Top producer; married desires to grow. Top 10. Best references. Box 749G, BROADCASTING.

Alaska, salesman for tv/radio and Muzak wanted, small market, salary and commission, write KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Technical

TV engineers—our new expansion presents opportunities for highly qualified and experienced tv tech. permanent and per-dian position available. Please contact videotape center. VIDEOTAPE CENTER 205 W. 58th St., N. Y.

Experienced, licensed engineers for operation and maintenance of studio equipment, including Ampex VTR, southwestern VHF. Please reply only if capable performing with minimum direct supervision. Send resume, references and salary desired to Box 763G, BROADCASTING.

Mountain top transmitter engineer. Experienced only. Write or wire chief engineer KGGM-TV, Albuquerque.

Production—Programming, Others

Newsman wanted immediately for midwest television station. Send tape, resume, picture and salary requirements. KNOP-TV, North Platte, Nebraska.

Help Wanted—(Cont'd)

Production—Programming, Others

Experienced and aggressive program and audience promotion man to work with our sales promotion staff in radio and television. Full particulars in exchange for your resume, snapshot and requirements addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

TELEVISION

Situations Wanted—Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Account executive, top billing record. Want good five figure potential sales or sales manager's position. Thorough experience tv programming, local and agency sales. Best references. Box 650G, BROADCASTING.

Announcers

Announcer. Experienced 10,000 watts N. Y. Radio mature staffer seeking radio/tv. Closed circuit television background. Authoritive newscaster, photogenic. Box 762G, BROADCASTING.

Technical

Young man 31, married, 4 years experience in all phases of television, desire position as engineer in television station. Box 777G, BROADCASTING.

Chief engineer, 14 years all engineering phases of am/fm/tv. Mature, stable. Desire position in live-wire operation. Box 783G, BROADCASTING.

11 years transmitter experience. 3 years in tv, 8 years radio. Prefer Texas or Southwest: D. C. Kenny, P. O. Box 732, Grandfield, Oklahoma. Phone G.R. 93302.

Production—Programming, Others

Want position in photo and/or art department. Have ability. Box 774G, BROADCASTING.

TV-Radio program director. Top New York and Los Angeles local and network track record. Creative, award winning moneymaker. Producer-director-writer top local and network credits. Experienced all facets station programming. Public service, sales minded idea man. Seeks escape from insane Hollywood mediocrity. Desires stable career opportunity with sane TV station. Salary no object. Frightened madman please don't answer. Box 785G, BROADCASTING.

News director and/or Documentary film producer. Will only consider top 20 markets and $10,000/year minimum. Highest references from leading industry officials. Box 791G, BROADCASTING.

Versatile, strong radio-television newsman seeks immediate position. 25, college, excellent references. Box 800G, BROADCASTING.

Attention: Network TV game show producers. Washington, D. C. announcer desires opportunity to audition for hosting tv game shows. Nice appearance. Straight-from-the-heart pleasantness. Box 802G, BROADCASTING.

Henry Barzilay. Radio-tv production, 14 years experience. Director/newscaster, reporter/photographer (NBC, CBC and others). Announcing, on-camera, sports events, SOF. Last year w/BBC-TV, World News. International experience and background. Deported Africa (see Time 9/28/59). 149 S. Canon Dr., Beverly Hills, Calif. CR 5-5783.

Situations Wanted—(Cont'd)

Production—Programming, Others

A film editor with 4 years experience, 2 years college, desire position in the southeast. Write P. O. Box 3026, Columbia, S. C.

FOR SALE

Equipment

RCA BTA 250M transmitter, built in remote control, many spare parts and tubes, in excellent running condition, $1900, delivered. Box 711G, BROADCASTING.

Serrasoid Multiplex Exciter Type 936, $1000. EMT Wow and flutter meter. Schaffer remote control unit, model 400-R, $1200. Western Electric 506-B FM transmitter, 10 kw and parts. WBAI, New York 16, New York; Oxford 7-2288.

First check for $80 buys General Radio Modulation Monitor. Condition fair. WBIE, Marietta, Georgia.

Rust remote control system, model RI-108. Good condition and complete; also, Burlant Concertone Series 30, record and playback tape recorder; and, 250 watt western electric transmitter. Unit not complete. Good supply of spare parts. Reply to radio station WCNH, Box 630, Quincy, Florida.

Western Electric phasor and monitor design for low end of band—cost new five grand—now one grand—WFRC, Reidsville, N. C.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

RCA-BTA-1L 1 kw am transmitter—$2,750.00. Fleetwood Television Projection set —$1,100.00. GPL Kine Recorder complete with all accessories and spare parts. $11,000.00. Contact Wayne E. Marcy. 4007 Bellaire Blvd., Houston 25, Texas.

Gates M5144A RF Amplifier for remote readings, like new $150. 150-foot stainless guyed tower, dismantled, $200. WSTU, Stuart, Florida.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Two image Orth chains, GPL type 2014 with 4", 6", 8" lenses, power supplies, control units, master monitor. Offer includes new overhaul parts valued at $339. One "as-is" basis. 1-lot 36-5820 Image Orth tubes used in excess 800 hours. Mr. M. Melton, Room 405, 1410 N.E. 2nd Avenue, Miami, Florida.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Electron tubes . . . World's most select inventory. Over 5000 types of broadcast and special purpose tubes and semi-conductors available from stock. Specialists in transmitting and tv camera tubes. State Labs Inc. (Dept. GB), 215 Park Ave. South, New York 3, N. Y.

WANTED TO BUY

Equipment

Ampex, Altofonic, Audiomation, etc.. 8 hour tape players. Box 263G, BROADCASTING.

Wanted. One G. E. Channel 42, 43, 44 Helix Antenna. Please write to KICU-TV, 1111 Market Street, San Francisco.

13 and 22 inch consol cans, also Master monitors, and power supplies. DuMont 2 camera 10 chain. KINY-TV, 231 S. Franklin St., Juneau, Alaska.

1 used PT6-J Magaecord Amplifier. Contact KVGB, Inc., Great Bend, Kansas. Give Price and details first letter.

Wanted to Buy—(Cont'd)

Equipment

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

1 kw uhf transmitter, filterplexer, harmonic filter, dummy load, freq. and mod. monitor, 600 ft.—3⅛" line, audio limiter, stab. amp, patch gear, equipment racks. H. Evans, Ed. TV, WTHS, 1410 N.E. 2nd Avenue, Miami, Florida.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. **Enrolling now for classes starting** (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

MISCELLANEOUS

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

MISCELLANEOUS

Sportscasters: Now the ideal spotting board. Magnetic principle. Kit includes two 11 x 14 metal boards, 70 counters, instructions for suggested use. No plastic. Designed by veteran big-ten and pro-football am-tv announcer. Check or money order for $13.75 to Todd Branson, 1143 Waukegan Road, Deerfield, Illinois.

TELEVISION

Help Wanted—Announcers

UNDERSTANDING

We would like to increase our viewers' understanding of what is taking place in the world today. At present, most of the time of our 16-man news staff is devoted to local and regional news coverage; we want to bring meaning to the world news outside our coverage area.

We need a man with carefully developed thought processes, who understands world events and who can bring them into focus for our one million viewers surrounding California's Capital City.

If you believe you are this man, write us in detail, including whatever information you believe we shall need to form a preliminary judgment. Based upon your letter, we shall make further inquiries leading to a personal interview.

Box 658G, BROADCASTING

RADIO

Help Wanted—Sales

Executive sales, for unique syndication; never offered before—yet with notable record of distinguished accomplishment. Are you aware of today's problems in broadcasting? Could you handle—at the executive level what can pay you healthy 5-figure income—with dignity? If your record warrants responsibility of successful sales-rep task . . . tell us about yourself—in confidence.

Box 803G, BROADCASTING

NORTHERN VIRGINIA'S

Leading country music station, 40 miles from Washington, D. C., needs top salesman. Proven men name their own price. No drifters. Call or write Bill Montgomery or Ed Matherly, WKCW, Warrenton, Virginia. Phone 347-1420.

RADIO SALES

Men capable of earning $30,000 to $40,000 per annum required by rapidly expanding singing commercial firm.

Men to assist radio stations throughout the country in presenting our revolutionary plan to local merchants.

Only men with **strong** radio or advertising creative sales background will be interviewed. Car required for extensive travel.

Box 818G, BROADCASTING

Help Wanted—(Cont'd)

Announcers

TOP 10 MARKET
TOP RATED STATION
PERSONALITY

Bright, mature, class, personality wanted for one of the nations top radio stations. Must have extensive experience in large markets as personality. We are not "hard" top 40, therefore, we are looking for a man who is capable of developing rapport with his audience in an intelligent and adult manner. Send tape, picture, resume, plus salary required to Box 784G, BROADCASTING.

FOR SALE

Equipment

Ideal to replace costly wire program circuits for AM, FM, and TV broadcasting. Eliminate second party—YOU maintain full control over link. U.H.F. antennas included. Leasing terms available.

MOSELEY ASSOCIATES

4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

ALL ELKINS EX'ES

The staff of Elkins Institute of Radio and Electronics invites you to attend the first reunion of Elkins alumni to be held Monday, September 4, 1961, between the hours of Nine A.M. and Nine P.M. at Elkins Institute of Radio and Electronics, 2603 Inwood Road, Dallas, Texas. This invitation is to all ex-students taught by or under the supervision of Bill Elkins at any school during any year.

RSVP

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Stations

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$13,000 down—$280 per month all new equipment.

Box 599G, BROADCASTING

Calif.	single	fulltime	$100M	terms
Mich.	single	daytimer	60M	38dn
Iowa	single	fulltime	87M	15dn
Ariz.	small	fulltime	75M	29%
Ga.	medium	daytimer	80M	22dn
Fla.	medium	power	210M	60dn
Ore.	medium	fulltime	70M	15dn
Ala.	metro	daytimer	150M	29%
Tenn.	metro	fulltime	400M	100dn

And others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

SOUTHERN CALIFORNIA. $10,000 down. Asking $55,000. Easy payout. *"A GUNZENDORFER exclusive."*

ARIZONA TOP MARKET FULLTIMER. $180,000 with $50,000 down. *"A GUNZENDORFER exclusive."*

CALIFORNIA NORTH FULLTIMER. Owner will deal for as low as $29,000 down. Asking $175,000. Near big metro market.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

New listings—first time offered! Okla. single, well in black. $100,000—Texas single money-maker, $145,000 only 22% down, 15 years, payout to qualified buyers—Texas medium, profitable. $160,000—Texas major, 5 times cash flow, $275,000—Southern major fulltime regional with $175,000 tax loss carry-over! $300,000.—31 other radio, plus TV from $150,000 to $4,000,000. PATT McDONALD CO., BOX 9266, GL 3-8080, AUSTIN, TEXAS.

Bill Trotter, Box 5411, Ex. 7-3219, Memphis, Tennessee.
Paul Yates, Jr., Box 1396, Fa 2-5488, Sanford, Florida.
Mrs. Gerry Switzer, 1620 W. 3rd., El 2-2163, Taylor, Texas.
Jack Koste, 60 E. 42nd., Mu 2-4813.

STATIONS FOR SALE

1. New England. Exclusive daytime. Will do $50,000 this year. Asking $85,000 including real estate. 29% down.
2. Southwest. Full time. Growing trade area. Management problems hold down gross to average of $3,200 monthly. Asking $75,000. 29% down.
3. North West Central. Very profitable absentee owned daytime station. Did $85,000 last year. Asking $100,000 including real estate.

JACK L. STOLL & ASSOCS.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 93

By Hearing Examiner Herbert Sharfman

■ Denied request by applicant for postponement of hearing and affirmed dates for prehearing conference (Sept. 7, in Washington, D. C.) and for hearing (Oct. 10, in Palatka, Fla.) in proceeding on application of REA Radio and Electronic Laboratory for renewal of license of am station WREA East Palatka, Fla. Action Aug. 16.

■ Upon request by Broadcast Bureau and without objection by other parties, further extended from Aug. 16 to Aug. 18 and from Aug. 26 to Aug. 28 time to file proposed findings and replies in proceeding on am applications of The James R. and Barbara J. Roberts Co., Indianola, Iowa, et al. Action Aug. 16.

■ Upon request by Broadcast Bureau and without objection by other parties, further extended from Aug. 15 to Sept. 12 and from Aug. 28 to Sept. 25 time for filing proposed findings of fact and conclusions and replies in proceeding on applications of Robert F. Neathery for new am station in Fredericktown, Mo., et al. Action Aug. 15.

■ Received in evidence applicant's Exhibit E-3 and new substituted Appendix B to Exhibit L-2 and closed record in proceeding on application of College Radio for new am in Amherst, Mass. Action Aug. 14.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Aug. 22

KAYE Puyallup, Wash.—Granted licenses to use old main trans. (main trans. location) as auxiliary trans. daytime and as alternate main trans. nighttime; and covering increase in daytime power and installation of new trans.

Lava T-V Assn. Lava Hot Springs, Idaho—Granted cps for new vhf tv translator stations on chs. 11 and 13 to translate programs of KID-TV (ch. 3), and KIFI-TV (ch. 8) both Idaho Falls, Idaho.

WMT Cedar Rapids, Iowa—Granted cp to install new trans. to be used on remote control at main trans. location for auxiliary purposes.

WESC Greenville, S. C.—Granted cp to install new trans. at main trans. location for auxiliary purposes.

WRRF Washington, N. C.—Granted cp to install new trans. for auxiliary purposes.

KBBB Borger, Tex.—Granted cp to install new type trans.

WDHA-FM Dover, N. J.—Granted cp to install new section of ant.; increase ERP to 920 w; decrease ant. height to 210 ft.

■ Following stations were granted mod. of cps to change type trans.: WHHV Hillsville, Va.; WTSA Brattleboro, Vt.; WCVA Culpepper, Va.

KYA-FM San Francisco, Calif.—Granted request for cancellation of SCA.

KCSR Chadron, Neb.—Granted extension of authority to sign-off at 6:00 p.m., MST, except for special events for period ending Nov. 1.

KBEN Carrizo Springs, Tex.—Granted extension of authority to Nov. 30 to operate between hours of 6:00 a.m. and 7:00 p.m.

KANA Anaconda, Mont.—Granted extension of authority to Nov. 30 to sign-off at 6:00 p.m. daily.

KGLO-FM Mason City, Iowa—Granted request for cancellation of license; call letters deleted.

WHEC Rochester, N. Y.—Granted request for cancellation of license for auxiliary trans.

WNOO Chattanooga, Tenn.—Granted request for cancellation of cp to make changes in ant.-trans. location and in ground system.

■ Following stations were granted extensions of completion dates as shown: KVET Austin, Tex., to Dec. 31; KWIZ Santa Ana, Calif., to Nov. 1; WKFD Wickford, R. I., to Oct. 1; WKTY La Crosse, Wis., to Oct. 1; WDYL Ashland, Va., to Nov. 1; KVRE Santa Rosa, Calif., to Nov. 30; WRAK-FM Williamsport, Pa., to Oct. 2.

Actions of Aug. 21

■ Following fm stations were granted SCAs to engage in multiplex operation: KDMI Des Moines, Iowa, and WKDN-FM Camden, N. J.

WFBC-FM Greenville, S. C.—Granted cp to increase ant. height to 1,850 ft., decrease ERP to 7.8 kw.

WREO-FM Ashtabula, Ohio—Granted cp to decrease ERP to 53 kw, ant. height to 280 ft., change ant. system and type ant.

WICK Scranton, Pa.—Granted cp to install new type trans.

WQUA Moline, Ill.—Granted cp to install new type trans.

KNIX(FM) Phoenix, Ariz.—Granted mod. of cp to change type trans.

KPPC-FM Pasadena, Calif.—Granted mod. of cp to change type trans., ant. and increase ant. height to minus 250 ft.; condition.

KOAL-FM Carrollton, Mo.—Granted mod. of cp to change type trans. and ant.

■ Following stations were granted extensions of completion dates as shown: WLNR-FM Lansing, Ill., to Oct. 10; WHTG-FM Eatontown, N. J., to Nov. 5; WCMB (FM) Harrisburg, Pa., to Sept. 20; KANN Ogden, Utah, to Oct. 7; KGMO Cape Girardeau, Mo., to Oct. 1.

WOGA Chattanooga, Tenn.—Granted request for cancellation of license for auxiliary trans. (composite).

Actions of Aug. 18

■ Designated for consolidated hearing following am applications under delegated authority pursuant to Sec. 0.241 of Statement of Delegations of Authority (first such staff action):

Higson-Frank Radio Enterprises; Irving E. Penberthy, Fresno, Calif.—Designated for consolidated hearing applications for new am stations to operate on 1510 kc, 500 w, D (BP-13674, 14634); made Federal Aviation Agency party to the proceeding.

■ Granted cps for following new vhf tv translator stations: Rocky Point Tv Club on ch. 6 Rocky Point-New Haven, Wyo., to translate programs of KOTA-TV ch. 3 Rapid City, S. D., via ch. 11 Alzada, Mont.; Breckenridge Volunteer Fire Dept. on ch. 10 Breckenridge and Blue River Valley, Colo. (KOA-TV ch. 4 Denver, Colo.); Mt. Pleasant City on chs. 12, 10 and 8 Mt. Pleasant, Utah (KSL-TV ch. 5, KCPX-TV ch. 4 and KUTV ch. 2 all Salt Lake City, Utah); Greybull Free Tv Assn. on ch. 12 Greybull, Wyo. (KGHL-TV ch. 8 Billings, Mont., condition).

KSHE(FM) Crestwood, Mo.—Granted cp to install new trans. and increase ERP to 25.5 kw.

WQFM(FM) Milwaukee, Wis.—Granted SCA to engage in multiplex operation; condition.

WDXR Paducah, Ky.—Granted mod. of license to change studio location and operate trans. by remote control; conditions.

WVOS Liberty, N. Y.—Granted cp to install new trans.

KSPN(FM) Beaumont, Tex.—Granted mod. of cp to increase ERP to 3.1 kw, change type trans. and type ant.

■ Following stations were granted mod. of cp to change type trans.: WJIM Lansing, Mich., and KPGE Page, Ariz.

■ Following stations were granted extensions of completion dates as shown: KPAC-TV Port Arthur, Tex., to Dec. 28; KENO Las Vegas, Nev., to Aug. 31; WNAU New Albany, Miss., to Sept. 20; KFMZ(FM) Stockton, Calif., to Jan. 16, 1962.

KOFA Yuma, Ariz.—Remote control permitted (by employes of station only).

Actions of Aug. 17

■ Granted cps for following new vhf tv translator stations: Park City Municipal Corp. on chs. 9, 13, and 11 Park City, Utah, to translate programs of KUTV (ch. 2, KSL-TV ch. 5 and KCPX-TV ch. 4 all Salt Lake City, Utah; and White River Tv District on ch. 8 Lund and Preston, Nev. (KUTV ch. 2 Salt Lake City, Utah, via uhf tv translator station K75AF, Ely, Nev.; condition.)

■ Granted renewal of license for following stations: KACH Crossett, Ark., KPOC Pocahontas, Ark., WFKY Frankfort, Ky., WIRJ Humboldt, Tenn., WLIL Lenoir City, Tenn., WOWL Florence, Ala., WRKM Carthage, Tenn., WSRC Durham, N. C., WSUH Oxford, Miss., *WYES-TV New Orleans, La., KCIL Houma, La., WEVA Emporia, Va., WCRT Birmingham, Ala., WGAF Valdosta, Ga., WPTA(TV) Roanoke, Ind., WTOA(FM) Trenton, N. J., WQFM (FM) Milwaukee, Wis.

Capital Cities Bcstg. Corp. Providence, R. I.—Granted license for low power station.

WARD Johnstown, Pa.—Granted mod. of cp to change type trans.

KHQL-TV Sterling, Colo.—Granted extension of completion date to Jan. 2, 1962.

KOVR(TV) Stockton, Calif.—Granted cp to install auxiliary ant. system at main trans. site; and mod. of cp to change ERP to vis. 281 kw, aur. to 141 kw, change type ant., make changes in equipment and change ant. height to 1,490 ft. (main trans. & ant.); without prejudice to whatever action, if any, commission may deem warranted as result of final determination reached by commission in connection with proceeding in matter of WORZ Inc. and Mid-Florida Tv Corp.

Actions of Aug. 16

KVLC Little Rock, Ark.—Granted assignment of licenses to Victor Bcstg. Inc.

KDAS(TV) Hanford, Calif.—Granted assignment of cp to company of same name.

■ Granted cps and licenses for following new low power stations: Interstate Bcstg. Corp., Wapheton, N. D., and Southwest States Inc., El Paso, Tex.

■ Granted cps for following new low power stations: KWAD Bcstg. Co., Wadena, Minn., and James River Bcstg. Co., Jamestown, N. D.

K76BG Chester, Greenville and Westwood, Calif.—Granted mod. of cp to change type trans. of uhf tv translator station.

■ Following stations were granted extensions of completion dates as shown: WUTV (TV) Charlotte, N. C., to Feb. 26, 1962; WESC Greenville, S. C., to Sept. 30; KS2XGB (main trans. airborne & alt. main trans.), KS2XGC (main trans. airborne and alt. main trans. airborne), KS2XGE, KS2XGF (ground to air), KS2XGG (ground to air), and KS2XGH, Purdue University, Lafayette, Ind., to Feb. 22, 1962; conditions.

Actions of Aug. 15

■ Granted cps for following new vhf tv translator stations: S. B. Tv Booster Station on ch. 8 Syracuse, Kan., to translate programs of KTVC ch. 6 Ensign, Kan.; Piute County on ch. 8 Angle, Utah (KUTV ch. 2 Salt Lake City, Utah); Wyarno Tv Assn. on ch. 12 Dutch Creek, Wyarno, and Prairie Dog Creek, Wyo. (KOOK-TV ch. 2 Billings, Mont.), condition; Aztec Non Profit Tv Assn. Inc. on ch. 10 Aztec and Cedar Hill, N. M. (KOB-TV ch. 4 Albuquerque, N. M.); Village of Niobrara on ch. 13 Niobrara, Neb. (KTIV ch. 4 Sioux City, Iowa); Story Banner Community Tv on ch. 5 Story and Banner, Wyo. (KTWO-TV ch. 2 Casper, Wyo.).

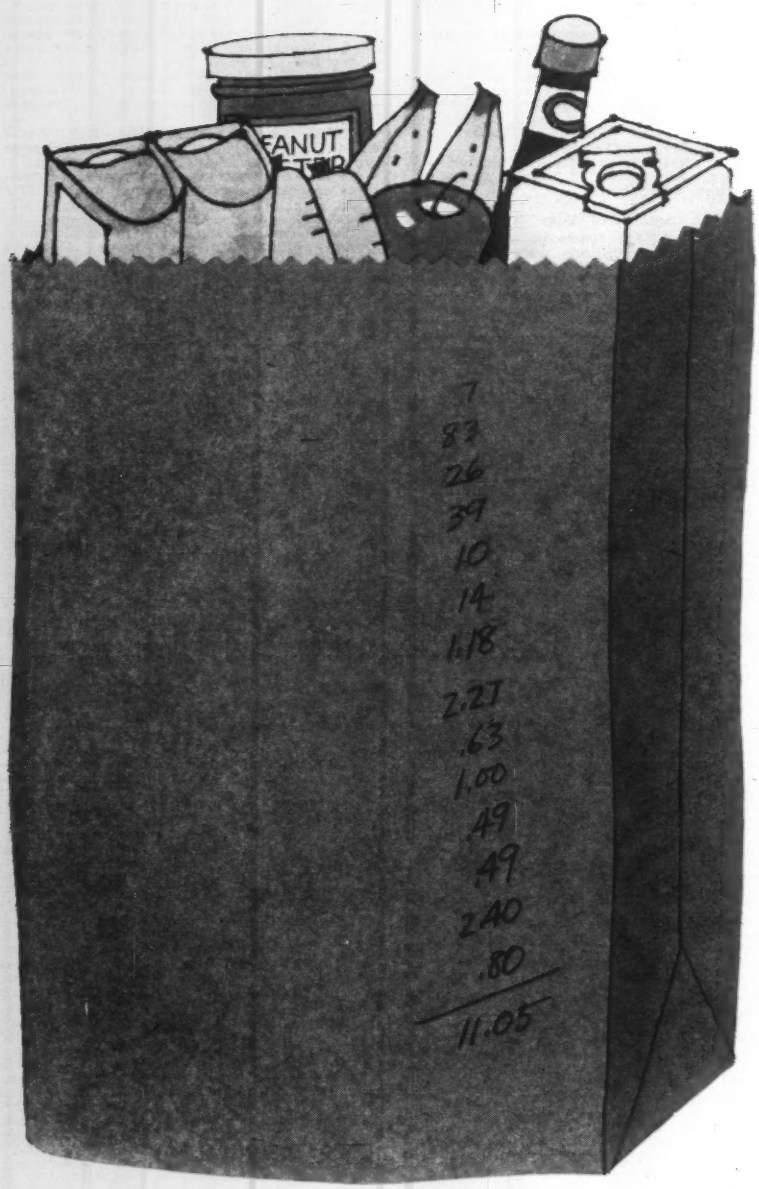
■ Granted cps for following new uhf tv translator stations: Community Tv Assn. Inc. on ch. 71 Gold Beach, Ore. (KVIQ-TV ch. 6 Eureka, Calif.); Apple Valley Tv Assn. Inc. on chs. 77, 74 and 71 General Wenatchee and East Wenatchee area, Wash. (KHQ-TV ch. 6, KXLY-TV ch. 4 and KREM-TV ch. 2 all Spokane, Wash., conditions); Carroll Area Tv Inc. on ch. 74 Carroll, Iowa (WOI-TV ch. 5 Ames, Iowa).

Actions of Aug. 14

■ Granted cps for following new vhf tv translator stations: Lincoln County Tv District No. 1 on ch. 5 Piocha, Nev., to translate programs of KLRJ-TV ch. 2 Las Vegas, Nev., via ch. 7 Panaca, Nev., condition; Leavenworth Non-Profit Tv Assn. on chs. 11, 13 and 9 Leavenworth, Wash. (KXLY-TV ch. 4, KHQ-TV ch. 6 and KREM-TV ch. 2 all Spokane, Wash.); Woodruff City Tv on chs. 10, 8 and 12 Woodruff, Utah (KUTV ch. 2, KCPX-TV ch. 4, KSL-TV ch. 5 all Salt Lake City Utah); Dryden Tv Coop. Inc. on chs. 13, 9 and 11 Dryden, Wash. (KHQ-TV ch. 6, KREM-TV ch. 2 and KXLY-TV ch. 4 all Spokane, Wash.); Choteau Junior Chamber of Commerce on chs. 7 and 9 Choteau, Mont. (KRTV ch. 3 Great Falls, Mont., and KXLF-TV ch. 4 Butte, Mont.); Puerco Community Tv Repeater Assn. on ch. 11 Sanders, Ariz. (KOB-TV ch. 4 Albuquerque, N. M.); Saddle Butte Tv Assn. on ch. 8 Timber Lake, S. D. (KFYR-TV, Channel 5, Bismarck, N. D.); Mobridge TV Assn. on ch. 10 Glenham, S. D. (KFYR-TV ch. 5 Bismarck, N. D., via ch. 7 Wakpala, S. D.); Strater Tv Club on ch. 11 Malta, Strater and Wagner, Mont. (KOOK-TV ch. 2 Billings, Mont., via uhf tv translator station K75AW ch. 75 Phillips County, Mont., condition); Miles City Milwaukee Service Club tv on chs. 13 and 4 Miles City, Mont. (KDIX-TV ch. 2 Dickenson, N. D., via ch. 4 Locate, Mont., and KDIX-TV ch. 2 Dickson, N. D., conditions); Lincoln County Tv District No. 1 on chs. 11 and 7 Caliente & Panaca, Nev. (KLRJ-TV ch. 2 Las Vegas, Nev., via ch. 7 Panaca, Nev., and KLRJ-TV ch. 2 Las Vegas, Nev., conditions); Thompson Falls Tv Boosters Inc. on chs. 10, 12 and 8 Thompson Falls, Mont. (KXLY-TV ch. 4, KHQ-TV ch. 6 and KREM ch. 2 all Spokane, Wash.); Grand Coulee Tv Inc. on chs. 12 and 8 Grand Coulee and E'ectric City, Wash. (KHQ-TV ch. 6 and KREM-TV ch. 2 both Spokane, Wash.); Somerset Tv Assn. on ch. 13 Somerset, Colo. (KREX-TV ch. 5 Grand Junction, Colo.); Farley Tv Club on ch. 6 Farley, N. M. (KGGM-TV ch. 13 Albuquerque, N. M., condition).

Actions of Aug. 10

■ Granted cps for following new vhf tv translator stations: Powder River Tv Assn. on ch. 9 Weston, Wyo., to translate programs of KOTA-TV ch. 3 Rapid City, S. D., via ch. 16 Rocky Point-New Haven, Wyo.; Madison Tv Assn. Inc. on ch. 11 Ennis, Mont. (KXLF-TV ch. 4 Butte, Mont., condition).



How much health did you buy today?

Family likes and dislikes often dictate food purchases. If good nutrition were the deciding factor, our meals would surely pay off in better physical and mental health—less fatigue, more energy and increased resistance to certain illnesses.

To provide good meals for good health, serve a wide variety of foods—meat, milk, vegetables, fruits, bread and cereals. However, three things need watching.

1. At every meal serve a food rich in protein. Children need it for growth; adults for the body's upkeep. Best sources are meat, fish, poultry, eggs, milk, cheese and ice cream.

Some pointers on protein: Less costly cuts of meat are as nourishing as higher priced cuts. Beans, peas, lentils and certain cereals are also rich in protein.

Everyone needs milk for both protein and calcium. Three to four glasses daily for children and teenagers. Two glasses or its equivalent in other foods for adults. Dry skim milk is excellent for soups, custards and milk drinks.

2. Serve a green or yellow vegetable every day. They supply some of the most essential vitamins and minerals.

3. Serve a vitamin C food every day. This vitamin can't be stored in the body. Citrus fruits—fresh, frozen or canned—and tomato juice, or fresh or canned tomatoes are good sources.

Most of us could improve our eating habits—especially teenagers. Many teenage health problems—poor teeth, blemished complexions, fatigue and overweight—might be avoided with more basic foods and less sweet and fatty foods.

Advice on planning varied, well-balanced meals is given in the Metropolitan Life booklet, *Food for the Family*.

Metropolitan Life
INSURANCE COMPANY

A MUTUAL COMPANY • Home Office—NEW YORK—Since 1868 • Head Office—SAN FRANCISCO—Since 1901
Head Office—OTTAWA—Since 1924 • Over 1000 Local Offices in U.S.A. and Canada

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OUR RESPECTS to Robert Joseph Stefan, vice president, BBDO, Hollywood

If you start at the bottom running, the only way to go is up

Get in on the ground floor. Take any job, no matter how menial, that will get you into the field in which you believe your future lies. Once there, don't be a clock watcher. Keep your nose to the grindstone; do well whatever task is given you. But be sure to keep an eye out for any chance to advance.

Traditionally, those maxims are the sort of advice that oldsters are prone to pass on to the coming generation. Equally traditionally, young listeners take them with salty skepticism.

Yet the formula set forth in the old saws does work. Take Robert Joseph Stefan, vice president of Batten, Barton, Durstine & Osborn and general manager of the agency's Hollywood office. In the fall of 1947 Bud Stefan (whose childhood nickname still sticks) wanted to get into the brand new field of television. His first approach was to write some tv scripts, but in those days west coast tv was done ad lib and he found no takers. His persistence, however, appealed to the program director at W6XYZ Los Angeles (now KTLA) and he offered Bud a job in television—at $42.50 a week as a member of the stage crew.

Bud pushed dollies, operated the boom, pulled cable on remotes, became assistant stage manager, then stage manager. KTLA, as it had now become, was on the air seven nights a week. Bud was on the job seven nights a week. But he wanted to write, so when a child talent school, Rubens Musical Workshop, wanted to use tv as a showcase for its young performers, Bud came up with a script in which a young girl fell asleep, dreaming stories that unfolded in musical comedy style with an all-juvenile cast. *Sandy Dreams* made its debut in June 1948 and Bud wrote and directed 208 consecutive half-hour shows.

Be Funny ▪ A couple of months after the inception of *Sandy Dreams,* Bud, in one of his capacities as stage manager was rehearsing a commercial for a Sears, Roebuck ice cream freezer. Explaining to the announcer how he wanted the line "so easy a child can operate it" demonstrated, Bud got to clowning. He pretended the handle would not turn. He pushed it, shook it, climbed up on the table and wrestled with it until the manager's voice came from the control room: "OK, so you're funny. You go on Friday night. And be as funny then as you just were."

So *Yer Ole Buddy* began. It was a series of Benchley-like answers to questions about television and how it works, each program fading out with the explainer hopelessly lost in the explanation. For 3½ years Bud was writer, producer, star. And he was funny enough for the readers of *Tele-Views,* West Coast fan magazine, to vote *Yer Ole Buddy* the top tv comedy show of 1949 and Bud top West Coast comic.

The success of *Yer Ole Buddy* got Bud a running role (as Milton, the delivery boy) on *Fibber McGee & Molly,* "probably the only actor to get a part on radio through tv," he says. *Fibber* was broadcast Tuesday evenings. To do the show, Bud arranged for that night off from KTLA and he filled after-broadcast hours by teaching a class in tv writing and directing at the School of Radio Technique.

In June 1952, Bud decided it was time to leave KTLA. The problem was where to go. One station wanted him as a performer, another as a producer, and he had a third offer to write for the *Bob Hope Show.* Bud called Wayne Tiss, then head of BBDO Hollywood, whose client, My-T-Fine Deserts, sponsored *Sandy Dreams.* Mr. Tiss listened to the story and when Bud asked, "What should I do?" he replied, "Come to work at BBDO." "But I don't know anything about advertising," Bud explained. "We do," Mr. Tiss replied. "We need you for your knowledge of television."

Nine Years, No Answers ▪ So Bud joined BBDO as tv production supervisor on June 15, 1952, "I thought I'd stay there about a year, which I figured was the time it would take to find out where tv was going." Today, more than nine years later, he is still looking for an answer. But there's been no question as to where *he* was going. In 1957 he was promoted to head of tv production and assistant to Mr. Tiss. In February 1959, when Mr. Tiss was transferred to BBDO's Chicago office, Mr. Stefan succeeded him as office manager and two months later became a vice president of the agency.

BBDO's Stefan
Tv moved over to make room

Born Oct. 18, 1921, in San Francisco, Bud at 9 moved with his family to Galt, a small town in Northern California.

At the College (now University) of the Pacific in Stockton, Calif., Bud majored in drama, appearing in 21 stage productions, and wrote and acted in many radio shows produced by the students and broadcast on KGW Stockton. In January 1942 he enlisted in the Navy, but with other upperclassmen was ordered to finish his schooling, which he financed by working the swing shift in a shipyard. Two days after graduation, in June 1943, he was on a troop train bound for New York and the U. S. Naval Reserve Midshipman's School on the Columbia U. campus. Here Bud wrote, produced and starred in the class show, "my first Broadway production and it doesn't matter that it was put on in Columbia's McMillan Theatre at 116th and Broadway instead of at 42nd Street. It was still Broadway."

Overseas ▪ For the next three years overseas, Bud was officer-in-charge of an LCT which was in the initial assault waves of the D-Day invasion of Normandy and, after crossing two oceans piggy back on an LST, he was dropped off in Korea and participated in the occupation of North China. In June 1946, Lt. (j.g) Stefan got his discharge in San Francisco and headed for Hollywood. He put in a year of graduate work in radio at USC, wrote some documentary programs for KFWB and in 1947 started sweeping that ground floor in television.

Bud Stefan lives in a Hollywood apartment, collects stereo albums of musical comedy scores and goes to the Rams' home games, but his real hobby is his job in television. He is regional director of the American Guild Guidance Foundation, and is active in the Hollywood Ad Club, United Community Fund, the Regional Boy Scouts Committee and the Pacific Assoc. (advisory board of his alma mater). He belongs to the Academy of Television Arts & Sciences, Writers Guild of America, Directors Guild of America. One thing more: in nine years with BBDO, he has yet to take a vacation.

Politics cut to size

THE importance of radio and television as distributors of political intelligence has been recognized by the Senate Committee on Rules and Administration in reporting out a "sense of the Senate" resolution that would cut the time of presidential campaigns.

The resolution was introduced last May by Sen. Kenneth B. Keating (R-N.Y.). It suggests that the nominating conventions be postponed to early September (the 1960 conventions were held in July). Although radio and television are not identified by name, they are the reason for the resolution. Modern communications, the resolution says, make long campaigning unnecessary.

Coincidentally, an article expanding on this proposal appears in the September issue of *McCall's* magazine. Carrying the byline of Robert Sarnoff, NBC board chairman, the article makes a persuasive argument for shorter campaigns.

In the four months or more that campaigns have run in recent times, voters can get bored, candidates can exhaust themselves and campaign costs can be inflated. Mr. Sarnoff's points are good, and we hope the Senate and the political parties will be influenced to take appropriate action.

But the Senate resolution that the rules committee has reported out omits one essential reference. Broadcasting was able to carry the Great Debates and accord an unprecedented amount of other coverage to the 1960 presidential campaigns because of the temporary suspension of Sec. 315, the political broadcasting law, in its application to the presidential and vice presidential races. Unless Sec. 315 is permanently removed, broadcasting cannot do the job again.

We have advocated total repeal of the section and we still do. At worst, the Senate and the House ought to vote its suspension for coverage of candidates for the Presidency, Vice Presidency, the Senate and the House. A bill to that effect has been introduced by Sen. John Pastore (D-R.I.). It ought to be an inseparable companion to the Senate resolution on shorter campaigns.

Radio: near perfect

IF for no other reason, the Alfred Politz radio studies reported elsewhere in this issue deserve radio-wide gratitude for providing a timely answer to the short-changing given radio by the U. S. Census Bureau a few weeks ago.

In comprehensive surveys of five major markets Politz found that 98 to 99% of the adults live in homes equipped with working-order radios. This near-perfect statistic is far removed from the 91% figure put out by the Census Bureau on the basis of returns that are admittedly incomplete and also open to challenge on other grounds (BROADCASTING, Aug. 7).

But the answer to the Census Bureau is only an incidental by-product of the Politz studies, which were in work long before the bureau's questionable estimates appeared. The underwriters, five stations represented by the Henry I. Christal Co., commissioned the studies last January.

Details of the findings are still being correlated, but enough has emerged to raise the eyebrows of cynics—including those among advertisers and audiences—who have been inclined to write off radio, or, at best, have seriously underestimated the attraction it holds for millions.

Those who have thought that early-morning was radio's prime time will be surprised to discover that actually radio's audience holds at fairly constant levels from 7 o'clock in the morning until 8 at night. And even after 8 p.m., in television's two-hour peak period, up to 45% or more of the adult population tunes to radio. Out-of-home listening is shown to be even more extensive than anybody had thought.

Politz and the Christal company and its represented stations have a long history of association in radio research. A Politz study underwritten by Christal stations in 1953 was hailed as "a landmark" and distributed widely through NAB and RAB. It was credited with both attracting new money to radio and saving old. The latest Politz-Christal collaboration deserves both commendation and best wishes for a repeat performance.

The business

THE first issue of the new *Show Business Illustrated* contained an unexcelled, if unintentional, display of the dilemma facing most magazines in their editorial coverage of television.

In its first issue the new book carried two articles about television, both of them critical in the extreme. In its listing of top features scheduled for its second issue, the five leading items were about tv. Thus does the modern magazine hate television while embracing it as a necessary ingredient to attract readership.

One of the two tv pieces in the first issue was written by Alexander King, a waspish frequenter of the Jack Paar program, and the other by Drew Pearson, who detests tv because he cannot get a television network to distribute his stuff.

Mr. King concluded that television was in utter ruin. The only program that earned his commendation was, you will be surprised to hear, the Jack Paar show.

Mr. Pearson's piece was a stitching-together of several old columns adding up to the contention that broadcasting operates a hot lobby in Washington. Mr. Pearson also read dark meanings into the fact that 10 senators and 13 congressmen have holdings of one kind or another in radio or television stations. It is not because he lifted all his information on congressional ownerships from BROADCASTING magazine, without acknowledgement, that we speak unkindly of him here.

For its second issue *Show Business Illustrated* promised these pieces on tv: a special preview of the new season, a report on David Susskind, an interview with Newton Minow, an article about Mitch Miller's sing-along show and a photo story on a Japanese program that brings "sex to videoland."

Well, maybe that's what sells magazines.

Drawn for BROADCASTING by Sid Hix

"Ralph has devised his own method of limiting the children's viewing!"

PERSONALITY AT WORK!

"Hey Charlie, Lend A Hand . . ." *Charlie Harville, WFMY-TV sports director, is a next neighbor to the folks in some 466,640 TV households. Next neighbor to the Little Leaguer in Winston-Salem, to the elderly teacher in High Point (". . . he's a High Point boy, you know"), to the factory worker in Danville. Next neighbor to folks of all ages in over 100 cities and towns in the prosperous Piedmont.* ¶ *Charlie's persuasiveness comes in part from his participation in community affairs throughout the nation's 44th television market. A guest appearance at the Rotary dinner in Asheboro, a beauty contest in Reidsville, the high school boosters' club in Thomasville. The Charlie Harville habit is such a part of Piedmont living, even small town papers spell his name right . . . and often.*

CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N. C.

"Now In Our 13th Year Of Service"

Represented by Harrington, Righter & Parsons, Inc.

SEAL OF GOOD PRACTICE

SERVING THE PROSPEROUS PIEDMONT

KOOL-TV

Again Wins Top Local Emmy

Remarks by Mr. Roy Jordan, Chairman of the Special Station Achievement Award Committee:

Phoenix Chapter NATAS

"Having been associated with electronics practically all of my life, and very closely with radio and television, prior to moving to this wonderful Valley of the Sun, being asked to participate in your program tonight, was like an exciting message from home. I'm sincerely grateful to the Academy, and particularly to my good friend Ray Boley, for the honor of acting as Chairman of the Committee to determine the recipient of the "Special Station Achievement Award" for 1960. The four members of my Committee were especially well qualified inasmuch as the total scope of their interest and knowledge encompasses the pertinent area of civic, educational, religious, political, business and promotional endeavor. Because our viewers do not have copies of the printed programs in which the Committee's names are listed, let me name them, and at the same time, add my personal thanks to them for their cooperation.

Mr. Roy Jordan, Manager of Advertising and Sales Promotion, General Electric Company, Computer Division.

Mr. Frank Haze Burch, Attorney, and President of the Phoenix Union High School's Board of Education.

Mr. George V. Christie, Phoenix's Man of the Year for 1960 and Manager of the Phoenix Office of the U. S. Department of Commerce.

The Honorable Robert Pickrell, Attorney General of the State of Arizona.

Rabbi Albert Plotkin, Temple Beth Israel of Phoenix.

Our Committee met repeatedly to concentrate on the entries. We combed the presentations word by word. Our final decision was most difficult to arrive at because all of the accomplishments of all the stations were so outstandingly fine.

SEAL OF GOOD PRACTICE

Ch. 10 KOOL-TV CBS

PHOENIX, ARIZONA